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SUPPLEMENT

## MANAGEMENT A SELECTIVE BIBLIOGRAPHY

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A SELECTIVE BIBLIOGRAPHY

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R. A. Lindemann  
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Services  
Date May 28, 1970

## PREFACE

This bibliography is a supplement to Management, A Selective Bibliography (GP-532 dated June 14, 1968). It has been compiled to fill the many requests received from the KSC management community for an up-date of the original bibliography.

This supplement follows the format of the original bibliography. The six hundred and forty six items listed are arranged alphabetically by title. Entries have been annotated only when the book was available for examination. The author and subject index will facilitate finding the materials included. "Appendix A" is a list of periodicals and newspapers wholly or partially devoted to management and supersedes the list in the basic bibliography. A list of papers presented to the School of Business of the Florida State University has been added as "Appendix B" for the convenience of those enrolled in that program.

This bibliography will complement Management: A continuing Literature Survey, NASA SP-7500.

Iraida Badillo  
(Miss) Iraida Badillo  
Assistant to the STC Librarian  
Date May 28, 1970

Vincent Rapetti  
Vincent Rapetti  
STC Librarian  
Date May 28, 1970

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## BOOKS

1. AMA BOOK OF EMPLOYMENT FORMS. E. Martin, ed. American Management Association 1967 702p (HF5549.5.P4/M385)

This book is a collection of employment forms. These have been divided into eight principal categories, ranging from the forms used by managers to indicate their employment needs to the forms required to put the successful candidate to work.

2. ACCIDENT PREVENTION MANUAL FOR INDUSTRIAL OPERATIONS. National Safety Council 6th ed 1969 1v refs (T55/N277/1969)

"To help the safety professional gain the knowledge to be effective, this Sixth Edition completely updates all material in the previous edition, except for the chapter 'Guarding Equipment in Selected Industries', which was eliminated because much of the material is now included in a companion N.S.C. publication, Guards Illustrated, 2nd Edition... The information and recommendations contained in this Manual have been compiled from sources believed to be reliable and to represent the best current opinion on the subject." Preface

3. ACCOUNTANT'S GUIDE TO PROFITABLE MANAGEMENT ADVISORY SERVICES. C. D. Whiteside. Prentice 1969 430p (HF5657/W594)

This book covers a wide range of subjects: management services, professional salesmanship, financial services, office and manufacturing systems, and data processing.

4. ACCOUNTING: BASIC FINANCIAL, COST, AND CONTROL CONCEPTS. W. T. Anderson, C. A. Moyer, and A. R. Wyatt. Wiley 1965 808p (HF5635/A552)

"This book is designed for a first-year course in accounting for all students in colleges of business administration -- accounting majors and nonaccounting majors." Preface

5. ACCOUNTING; CONCEPTS AND USES. R. W. Schattke, H. G. Jensen and V. L. Bean. Allyn 1969 799p refs (HF5635/S312)

"The text covers both financial accounting (for the investor and creditor) and managerial accounting (for management), thus giving a balanced approach to accounting." Preface

6. ACCOUNTING FOR MANAGEMENT PLANNING AND DECISION MAKING. S. W. Korn and T. Boyd. Wiley 1969 745p refs (HF5657/K84)

"The objective of this book is to supply the student with the necessary background so that he can effectively use accounting as a basis for intelligent business decisions." Preface

7. ACCOUNTING SYSTEMS; DESIGN AND INSTALLATION. J. B. Heckert and H. D. Kerrigan. 3rd ed Ronald 1967 665p refs (HF5635/H449)

"This book...places great emphasis on the system as a means of collecting and reporting essential information. From this approach, systems procedures and methods are not a mere matter of mechanics, but the prime administrative tool by which management asserts itself and receives the information needed to plan, coordinate, and control operations." Preface

8. THE ACQUISITIVE SOCIETY. R. H. Tawney. Harcourt 1928 188p (HB171/T234)

"The Acquisitive Society is a classic analysis of the traditional theory of individual property rights. It shows how that theory, though appropriate to the simple economic situation for which it was formulated, has resulted in the twentieth century in waste, inequality, and a struggle between classes. This book suggests as an alternative that rights of property and industrial organization should be based upon a different principle -- the principle of Function." Publisher

9. ADAPTIVE PROCESSES IN ECONOMIC SYSTEMS. R. E. Murphy. Academic 1965 209p (HB74.M3/M978)

"Three basic questions arise in the study of adaptive behavior:

- (1) Under what conditions does the adaptive process always improve the behavior of the decision makers?
- (2) What controls the rate at which the expected improvements in behavior occur?
- (3) Can the adaptive process explain the diversity of observed behavior of supposed rational decision makers without appeal to the existence of individual utility functions?

Restricted answers to these questions will be found in this book." Preface.

10. ADMINISTRATION: ITS PURPOSE AND PERFORMANCE. O. Tead. Archon Books 1959 79p refs (HD31/T253)

This volume consists of three lectures delivered by Ordway Tead, Ford Distinguished Visiting Professor, New York University. He discusses administration among the great ideas, as an instrumental idea, and as personal performance.

11. ADMINISTRATIVE OFFICE MANAGEMENT. H. W. Johnson and W. G. Savage. Addison 1968 628p refs (HF5547/J67)

No abstract .

12. THE ADMINISTRATOR'S JOB; ISSUES AND DILEMMAS. R. K. Ready. McGraw 1967 139p refs (HD31/R287)

This book reviews four general classes of dilemmas an administrator faces in his external environment: dilemmas of human motivation, of role development, of organizational structure, and of job content. It also discusses those dilemmas internal to his capacity for leadership.

13. ADVANCED BUSINESS SYSTEMS. L. Lipperman. American Management Association 1968 94p (HF5353/L765)

The purpose of this report is to show executives some computer systems that have been successfully implemented by various organizations.

14. THE AFFLUENT SOCIETY. J. K. Galbraith. 2d ed rev Houghton 1969 333p (HB171/G148a/1969)

"The thrust of this book is that increased production is not the final test of social achievement, the solvent for all social ills. Thus, it challenged the very foundation of Keynesian policy with its nearly total emphasis on the expansion of economic output and income." Introduction

15. THE AGE OF DISCONTINUITY; GUIDELINES TO OUR CHANGING SOCIETY. P. F. Drucker. Harper 1969 394p refs (HC59/D794)

"The unifying common theme (of this book) is the discontinuities that even a cursory glance at reality reveals. They are very different, perhaps from what the forecasts predict. But they are even more different from what most of us still perceive as 'today'." Preface

16. AMERICAN CAPITALISM; THE CONCEPT OF COUNTERVAILING POWER. J. K. Galbraith. Rev ed Houghton 1956 208p (HB501/G148)

"The present volume is a substantial revision of the edition which first appeared in the spring of 1952. The changes are of several kinds. Some things in the first edition had relevance only to their time and these have been deleted. With time some other things have changed... A number of these corrections... have to do with the chapters on countervailing power. However, I have made more extensive revisions in the last two chapters which... reflected unduly the economic context of the Korean War in which they were written." Foreword

17. ANALYSIS FOR PLANNING, PROGRAMMING, BUDGETING; THE SECOND COST-EFFECTIVENESS SYMPOSIUM. M. Alfandary-Alexander, ed. Washington Operations Research Council 1968 174p refs (HD47.5/A385)

The texts of the papers given at the Second Cost-Effectiveness Symposium held in 1967 are presented in this volume. Some of these papers are: "Promises and Pitfalls of PPB"; "Cost-Effectiveness in Industry"; "Some Lessons in Business From PPBS"; and "Estimating the Science and Technology Component of an R & D Budget."



18. ANALYSIS OF DECISIONS UNDER UNCERTAINTY. R. Schlaifer. McGraw 1969 729p (HD69.D4/S338)

"This book is an introduction to logical analysis of the problems of decision under uncertainty that arise in the practice of business administration. The book is intended for readers who actually have, or expect to have, such decisions to make, not for readers who are primarily interested in mathematics or computation; and accordingly the emphasis is on logical principles rather than efficient computational techniques." Preface

19. APPLICATIONS OF CRITICAL PATH TECHNIQUES; A CONFERENCE UNDER THE AEGIS OF THE NATO SCIENTIFIC AFFAIRS COMMITTEE HELD AT BRUSSELS JULY 31-AUG. 4, 1967. J. Brennan, ed. American Elsevier 1968 447p refs (HD69.P7/B838)

The papers presented at the four sessions of the Conference on Applications of Critical Path Techniques are included in this volume. Some of the topics covered are: the critical path method, administration of network analysis, developments in network planning by computer, and production control.

20. APPLIED MATHEMATICS: AN INTRODUCTION; MATHEMATICAL ANALYSIS FOR MANAGEMENT. C. A. Theodore. Irwin 1965 709p refs (QA37/T388)

The author has designed this book to serve the special and growing needs of business education. Boolean algebra, linear programming, calculus, and probability with statistical applications are some of the topics discussed.

21. APPLYING INDUSTRIAL ENGINEERING TO MANAGEMENT PROBLEMS. A. W. Rathe and F. M. Gryna. American Management Association 1969 272p (HD31/R234)

"This report portrays present practices through 5 extensive organization studies and 34 briefer studies of applications. Each organization study describes the organization and operation of industrial engineering in the company. Each application study explains how industrial engineers solved a particular problem within the company. The 34 application studies are grouped to show industrial engineering participation in: 1. Specification and design... 2. Analysis and evaluation... 3. Special projects." Authors

22. APPROACH TO PUBLIC ADMINISTRATION. E. N. Gladden. Staples 1966  
190p refs (JF1351/G542)

The author has written a primer for the novice on the subject of public administration. He attempts to bring it within range of the inquirer who has little or no academic knowledge of government. The book deals with public administration in general and has no particular system in view.

23. THE ART OF JUDGMENT; A STUDY OF POLICY MAKING. S. G. Vickers.  
Methuen 1965 242p refs (HD38/V637)

"The individual decider can no more be studied in isolation than the individual decision. The mental activity and the social process are indissoluble. This is the field which this book seeks to explore. Its primary aim is to describe, analyze and understand the processes of judgment and decision, as they are encountered in business and public administration and particularly those exercises which we regard as contributing to the making of 'policy'." Introduction

24. THE ART OF LEADERSHIP. O. Tead. McGraw 1935 308p refs  
(HM141/T253)

"The purpose of this book is to set forth the meaning and methods of leadership as contrasted with the concept and methods of command which have so long prevailed in organized human affairs." Preface

25. THE ART OF MOTIVATING; A GUIDE TO GETTING MORE ACCOMPLISHED  
BETTER THROUGH OTHERS. J. Morris. Industrial Education Institute  
1968 1v refs (HF5549/M876)

"This text was developed in response to requests from clients for a 'magic formula' for motivating employees. There seems to be a general consensus that all employees are capable of contributing more than they do --- and a general puzzlement as to how this tremendous potential can be realized." Foreword

26. THE ART OF PERSUASIVE TALKING. L. Surles and W. A. Stanbury, Jr.  
McGraw 1960 283p (PN4121/S961)

"This book is really about informal talking -- the kind of talking you do person to person or in a small group. It is written to help you shape your ideas and

communicate them clearly and persuasively in the situations that confront you day by day in your business, your plant, your office, in your professional life and your civic enterprises." Preface

27. ASSESSING ORGANIZATION PERFORMANCE WITH BEHAVIORAL MEASUREMENTS. S. E. Seashore. Foundation for Research on Human Behavior 1964 92p (HF5548.8/A846)

This book is the report of a meeting conducted by the Foundation for Research on Human Behavior in 1963. "The seminar was held to exchange views and experiences among those who have been professionally engaged in programs for measuring the attitudes, morale, and behavior of employees and of management people." Introduction

28. THE ASSESSMENT OF CHANGE IN TRAINING AND THERAPY. J. A. Belasco and H. M. Trice. McGraw 1969 166p refs (HF5549.5.T7/B426)

This training-evaluation study was conducted under the auspices of the Cornell Program on Alcoholism and Occupational Health. It seeks to provide empirical insight into the process of change associated with training or treatment and the methods for evaluating that change.

29. ASSIGNMENT: MANAGEMENT; A GUIDE TO EXECUTIVE COMMAND. J. M. Black. Prentice 1961 234p (HF5500/B627a)

This book is a guide to executive ability development. The author discusses the characteristics of command, organization as the foundation of efficiency, the key to management success, and leadership. As he puts it: "Being an executive is hard. It requires skill and ability and specific job knowledge. It also demands certain qualities of character, the lack of any one of which is limiting."

30. AUDITING COMPUTERIZED SYSTEMS. R. L. Martino. Management Development Institute 1967 1v refs (HF5667/M386)

This book attempts to help auditors in developing a basic knowledge of the computer systems which produce the information that they are expected to audit.

31. BASIC MARKETING, A MANAGERIAL APPROACH. E. J. McCarthy. Irwin 1968 755p refs (HF5415/M121/1968)

This basic introductory text to marketing takes a managerial approach to marketing problems. It does not offer a complete and detailed description of all problems, but it does offer a broad understanding of them.

32. BASIC PROBLEMS, CONCEPTS, AND TECHNIQUES. A. R. Dooley, et al. Rev ed Wiley 1968 783p refs (TS155/D691)

This is a casebook in production management. It describes real operating situations as they are faced by managers in business.

33. BEHAVIORAL SCIENCE CONCEPTS IN CASE ANALYSIS; THE RELATIONSHIP OF IDEAS TO MANAGEMENT ACTION. R. Tagiuri, et al. Graduate School of Business Administration, Harvard University 1968 147p refs (HD31/B419)

This volume contains two cases from the Harvard Business School files and their annotations in terms of behavioral science concepts and theory. The authors selected these two cases which present descriptions of actual events in the life of a business organization and which cover a variety of aspects of management.

34. BEHAVIORAL THEORY OF THE FIRM. R. M. Cyert and J. G. March. Prentice 1963 332p refs (HD38/C995)

"This book is about the business firm and the way it makes economic decisions." Introduction

35. THE BOARD OF DIRECTORS AND EFFECTIVE MANAGEMENT. H. Koontz. McGraw 1967 275p refs (HD2745/K82)

"...I have attempted in this book to define the role of boards of directors in top management and in assuring that a company is, in fact, well managed. Over the past six years I have not only tried out these concepts in practice, but tested them against some 1,500 top executives and directors in this country and abroad... It is my belief that boards of directors are far from being an historic legal anachronism. On the contrary, I am convinced that they are an important and permanent part of the managerial hierarchy in all enterprises." Preface

36. BUILDING A WINNING EMPLOYEE TEAM. G. B. Ford. American Management Association 1964 111p (HF5549/F699)

"In Building a Winning Employee Team the author has defined personnel administration with analogies and in terms that every line manager can understand. This book will give the operating executive a clear understanding of what the personnel department does and what the line manager must do to round out the efforts of personnel. It is 'must' reading, not only for operating executives, but for the personnel man, too." Foreword

37. BUSINESS CONDITIONS ANALYSIS. J. P. Lewis and R. C. Turner. 2d ed McGraw 1967 679p refs (HB3730/L674)

The authors address this book to advanced undergraduate and graduate students who have a knowledge of economics. "... Part One will treat social accounting, especially the structure and character of national income accounting in the United States; Part Two, the subject matter of modern macroeconomic theory; Part Three, the recent history of the United States business conditions; Part Four, the problem of short-run outlook analysis; and Part Five, the limited contributions that economic analysis can make to diagnoses of a nation's long-term prospects." Authors

38. BUSINESS DECISION THEORY. P. Jedamus & R. Frame. McGraw 1969 290p refs (HD69.D4/J44)

"The purpose of this book is to provide a self-contained treatment of statistical inference and decision theory at an elementary level. It aims at an integration of classical statistics and decision theory with 'modern' Bayesian concepts." Preface

39. THE BUSINESS ESTABLISHMENT. E. F. Cheit, ed. Wiley 1964 248p refs (HC106.5/C515)

The editor of this book asked five distinguished authors from fields other than business to join him in conducting a workshop that would bring the humanities, politics, and history to bear on the establishment of business and its practitioners. The result is a book of essays on the social and political environment of business.

40. BUSINESS ETIQUETTE HANDBOOK. Parker 1965 338p (BJ2193/P242)

This book claims to give the answers to perplexing problems of business etiquette. It covers situations from coffee breaks to a formal affair at The White House.

41. THE BUSINESS EXECUTIVE IN A CHANGING WORLD. W. N. Mitchell. American Management Association 1965 208p refs (HF5500/M682)

"It is the purpose of this discussion to identify important generalizations of use in developing capable top executives." Introduction

42. BUSINESS INFORMATION PROCESSING SYSTEMS. C. O. Elliott and R. S. Wesley. Rev ed Irwin 1968 606p refs (HF5548.2/E46)

"The ideas and data here provided are designed to serve as a presentation of the information processing systems in use in business firms today." Preface

43. BUSINESS LITERATURE: AN ANNOTATED LIST FOR STUDENTS AND BUSINESSMEN. Graduate School of Business Administration, Harvard University 1968 139p (Ref HF5351/H339)

"This revised edition, like its predecessor, is intended to provide students and businessmen with a highly selected list of books and magazines in the principal areas of business. Emphasis is on those books most often used for course work at the Harvard Business School." Preface

44. THE BUSINESS OF BUSINESS; PRIVATE ENTERPRISE AND PUBLIC AFFAIRS. M. A. Wright. McGraw 1967 168p (HD59/W942)

This volume is a collection of speeches on business delivered by the author during his year in office as President of the U. S. Chamber of Commerce.

45. BUSINESS REPORTS; INVESTIGATION AND PRESENTATION. C. R. Anderson, A. G. Saunders and F. W. Weeks. 3d ed McGraw 1957 407p (HF5353/A545)

This is a textbook on report writing in business.

46. BUSINESS STATISTICS. J. R. Riggleman and I. N. Frisbee. 3d ed McGraw 1951 818p refs (HF1017/R569)

"The point of view throughout this new edition is the same as that in the first and second editions, viz., that of the business man, who judges the value of statistics according to their usefulness in securing practical results." Preface to the Third Edition

47. BUSINESS SYSTEMS. Systems and Procedures Association. Rev ed 1966 1v refs (HF5500/S995)

"The contents of Business Systems are specifically designed as textbook material for a basic one-year college systems curriculum for use in an upper division or graduate level business administration program. The nature and scope of its contents, however, also make it a comprehensive reference work on the systems field and its many facets." Preface

48. CAPITALISM AND ITS CULTURE. J. Davis. Farrar 1941 556p refs (HC106.3/D262)

The author examines the evolution of modern capitalism, its processes and products, and finally, its chances for survival.

49. THE CASE FOR EMPLOYEE EDUCATION. E. A. C. Dubois. American Management Association 1967 15p refs (HF5549.5.T7/D815)

This Management Bulletin is devoted to employee education as distinguished from employee training.

50. THE CASE METHOD AT THE HARVARD BUSINESS SCHOOL; PAPERS BY PRESENT AND PAST MEMBERS OF THE FACULTY AND STAFF. M. P. McNair, ed. McGraw 1954 292p refs (HF1111/M169)

"This book is addressed particularly to teachers and academic administrators who have wondered what the case method is and how it is used at the Harvard Business School." Foreword

51. CASEBOOK FOR MANAGEMENT AND BUSINESS POLICY; A SYSTEMS APPROACH. F. Greenwood. International Textbook Co. 1968 481p (HD31/G816)

"This is a book of business management cases with a systems orientation," Preface

52. CASES IN COLLECTIVE BARGAINING AND INDUSTRIAL RELATIONS; A DECISIONAL APPROACH. S. H. Schoen and R. L. Hilgert. Irwin 1969 280p refs (KF3408/S365)

"This casebook...provides a convenient and relatively extensive set of cases in a variety of union-management problem situations which can be used as a supplementary book in basic courses in collective bargaining and labor relations." Authors

53. CASES IN MANUFACTURING MANAGEMENT. A. N. Schrieber, et al . McGraw 1965 471p refs (HD31/S379)

"This book is a collection of cases in manufacturing management. All the cases represent actual situations from contemporary business operations... The cases represent situations in a variety of industrial settings, company sizes, and locations." Preface

54. CASES IN OPERATIONS MANAGEMENT. J. L. McKenney and R. S. Rosenbloom. Wiley 1969 311p (HD20.5/M155)

"This book is designed to be a bridge between the understanding of an analytical concept and its useful implementation in managing an operating system. A series of real-life problems has been sequenced to allow the student the opportunity to grow in insight in the design and control of an operating system... These cases are selected also to offer a cumulative set of experiences in decision making." Preface

55. CERTIFIED COST OF PRICING DATA AND PUBLIC LAW 87-653; TRUTH IN NEGOTIATIONS HANDBOOK. Contract Management Institute. 1968 168p (HD3858/C764)

This handbook on "truth in negotiating" includes the text of Public Law 87-653, discussions on this law, texts of procurement circulars and regulations, ASBCA decisions on defective cost or pricing data, and other material helpful in government contracting work.



56. THE CHALLENGE OF SUPERVISION. B. R. Kay and S. Palmer. McGraw 1961 246p refs (HF5549/K23)

"The objectives in writing this book have been to maximize the contribution of supervisors toward the goals of the organization that employs them and to increase their job satisfaction through growth of a sense of competence in their ability to manage men." Preface

57. THE CHALLENGE OF TECHNOLOGY; LINKING BUSINESS, SCIENCE, AND THE HUMANITIES IN EXAMINING MANAGEMENT AND MAN IN THE COMPUTER AGE. Conference on Science and the Humanities, 1st, New York, 1966. The Conference Board 1967 72p (HD59/C748)

This book contains the proceedings of the first Conference on Science and Humanities, sponsored by the National Industrial Conference Board.

58. CHALLENGE TO REASON. C. W. Churchman. McGraw 1968 223p (HD38/C563)

The author wrote much of this book while working on research sponsored by the National Aeronautics and Space Administration. By exploring the myth of management, science and God, realism and idealism, and other facets of management, he presents his own philosophy of management.

59. THE CHANGING OF ORGANIZATIONAL BEHAVIOR PATTERNS; A CASE STUDY OF DECENTRALIZATION. P. R. Lawrence. Graduate School of Business Administration, Harvard University 1958 237p refs (HF5469/L422)

"This study...deals with the administration of change, not technological change affecting workers and supervisors but organizational change affecting personnel at management levels. The setting of the study is a medium-sized supermarket chain in which several important management functions were being shifted from the home office to newly created store managers." Foreword

60. CLARIFYING THE COMPUTER; A PRACTICAL GUIDE FOR RETAILERS AND MANUFACTURERS. K. McLoughlin. Fairchild 1967 257p (HD31/M161)

"This book was written in an effort to provide answers to questions that are daily being asked, by managers at all levels, in businesses both large and small. They want to know what effect the use of computers may have on the way they run their companies. Some wonder what organizational and policy changes will be needed to obtain the most profitable results. Others fear that large-scale personnel dislocations and conflicts are a necessary accompaniment to the spreading use and influence of computers." Author's Preface

61. CLASSICS IN MANAGEMENT. H. F. Merrill, ed. American Management Association 1960 446p refs (HD30/M571)

"The purpose of this book is to make available to the manager selections from the works which have influenced the development of his activity toward the status of a profession." Foreword

62. CLOSING THE PERFORMANCE GAP: RESULTS-CENTERED EMPLOYEE DEVELOPMENT. M. S. Kellogg. American Management Association 1967 224p refs (HF5549.5.T7/K29)

"This is a handbook for those who get work done through other people -- foremen, supervisors, managers, public and private administrators... It is not restricted to the development of managers or professionals, but presents principles and practices which apply to all employees." Foreword

63. THE COLLECTED SCIENTIFIC PAPERS OF PAUL A. SAMUELSON. P. A. Samuelson. M.I.T. Press 1966 2v refs (HB33/S193)

"These two volumes contain virtually all of Professor Paul A. Samuelson's contributions to economic theory through mid-1964." Editor's Preface

64. COMMUNICATING FOR LEADERSHIP; A GUIDE FOR EXECUTIVES. G. DeMare. Ronald 1968 283p refs (HF5549.5.C6/D372)

"This book attempts to fit the communications key into the lock of modern times and to show how communications in its varied forms can best be used to reach others -- as individuals, as organized groups, as publics, as masses. The viewpoint is that of the executive and man of affairs as he considers the many men and organizations he must reach to play his role as a leader." Preface

65. COMMUNICATION AND COMMUNICATION SYSTEMS; IN ORGANIZATION, MANAGEMENT, AND INTERPERSONAL RELATIONS. L. Thayer. Irwin 1968 375p refs (P92/T369)

The author addresses this book to the practicing manager, the practicing public administrator and the practicing human being whatever his special role -- as well as to the scholar, the teacher, and the researcher. In it he discusses the nature and dynamics of human communication, its qualities and characteristics, its functions and techniques, and its problems and issues.

66. COMMUNICATION FOR MANAGEMENT. N. B. Sigband. Scott 1969 762p refs (HF5549.5.C6/S574)

"The individual who works in government, business, or industry will find this book useful as a source book and reference guide." Preface

67. COMMUNICATION FOR MODERN MANAGEMENT. J. B. Wiley. Business Press 1966 327p refs (HD38/W676)

This book intends to serve as a guideline to the use of audio-visual media in industrial communication.

68. COMPANY OFFICERS ASSESS THE PERSONNEL FUNCTION. D. E. McFarland. American Management Association 1967 125p refs (HD21/M143)

In this research survey, Professor McFarland takes the pulse of personnel management. He examines the position of the personnel function today, its activities and expectations, its relationships with other executive functions, its results and effectiveness, and its changing mission.

69. COMPENSATING EXECUTIVE WORTH. R. F. Moore, ed. American Management Association 1968 280p (HD4965.5.U6/C737)

"In this book eleven compensation specialists provide expert and practical information on the problem of devising and maintaining an effective compensation plan which will attract; retain, and motivate managerial talent." Preface

70. COMPUTER IMPACT ON ENGINEERING MANAGEMENT. Joint Engineering Management Conference, 16th; Philadelphia, 1968. Instrument Society of America 1968 120p refs (TA345/J74)

This volume presents the proceedings of the 1968 Joint Engineering Management Conference. The papers cover four main areas: computer aided engineering design, communication and technology transfer, new management decision-making techniques, and future computer utilization.

71. COMPUTER SYSTEMS ANALYSTS: PROBLEMS OF EDUCATION, SELECTION, AND TRAINING. F. Greenwood and Erwin M. Danziger. American Management Association 1967 40p (HF5548.2/G816c)

This Management Bulletin investigates what is being done to improve the performance and alleviate the shortage of systems analysts.

72. COMPUTER TIME-SHARING. R. L. Martino & Company. Management Development Institute 1967 1v refs (HF5548.2/M386c)

"There is no doubt that one of the biggest 'buzz' words among computer users today is -- 'time-sharing'. In common with most technological advances, much misunderstanding surrounds this powerful new tool. As with all new tools, it is important to recognize when it should be utilized and when it should not be. The primary function of these notes will be a thorough introduction to the subject of the time-sharing and when and how it should be applied." Authors

73. THE COMPUTER: TOOL FOR MANAGEMENT. Business Equipment Manufacturers Association. Business Press 1968 199p (HD38/B979)

This volume contains addresses delivered at the 1967 Management Conference held under the auspices of Business Equipment Manufacturers Exhibits, Inc.

74. COMPUTERS AND THE WORLD OF THE FUTURE. M. Greenberger, ed. M.I.T. Press 1962 340p refs (HD38/G798)

No abstract.

75. CONCEPTUAL FOUNDATIONS OF BUSINESS; AN OUTLINE OF MAJOR IDEAS SUSTAINING BUSINESS ENTERPRISE IN THE WESTERN WORLD. R. Eells and C. Walton. Irwin 1961 533p refs (HB171.5/E26)

"The focus of this text...is on corporate business as the all-embracing economic phenomenon of the twentieth century." General Introduction

76. A CONCEPTUAL FRAMEWORK FOR THE MANAGEMENT SCIENCES. M. E. Mundel. McGraw 1967 310p refs (HD31/M965)

"This book is designed to present, from an analytical viewpoint, a framework for information about industrial management and the management sciences and technologies. It is intended to serve the basic needs of beginning students as well as to stimulate a broader view in experienced managers and experienced specialists." Preface

77. CONTRACTING WITH THE FEDERAL GOVERNMENT; A PRIMER FOR ARCHITECTS AND ENGINEERS. G. A. Cuneo, et al. Federal Publications 1969 181p refs (HD3858/C764c)

"The purpose of this Primer is to take some of the mystery out of Government contracting. By exposing you to the basics -- becoming eligible for Federal work, negotiating your contract, performing the work -- we hope to place you on a more equal footing with the Government's Contracting Officers. But, the Primer is by no means a comprehensive text. It is designed to give you only the rudiments and enough leads to permit you to pursue Federal work intelligently." Preface

78. CONTROL IN ORGANIZATIONS. A. S. Tannenbaum. McGraw 1968 325p refs (HD31/T166)

"This book is a major contribution to organizational theory and to organizational operation. It is the first research-based volume dealing with a fundamental aspect of organization: the process by which members determine or influence how things get done in an organization... The concept of control offered in this volume provides a framework for understanding a wide variety of issues ...along with the central problems of authority and power in organizations." Foreword

79. CONTROLLING OVERHEAD. H. Tipper. American Management Association 1966 125p (HD47.5/T595)

"This book is intended for businessmen -- executives, managers of profit centers, and those who aspire to such positions. It is concerned primarily with overhead as a management problem, and with the problems of managing overhead." Preface

80. CONVEX STRUCTURES AND ECONOMIC THEORY. H. Nikaido. Academic 1968 405p refs (HB74.M3/N692)

"This book...is designed for anyone who wishes to become familiar with the basic ideas, methods, and results in this modern line of mathematical treatment in economic theory through a detailed exposition of a number of typical representative problems." Preface

81. CORPORATE EXCELLENCE DIAGNOSIS. R. R. Blake and J. S. Mouton. Scientific Methods 1968 441p (HD38/B636c)

"This book provides a map to diagnose the degree of excellence --or the lack of it -- of any corporation as it operates today, whether in the United States or elsewhere in the free enterprise world. It tells what can be done to get a corporation excellent if it is not and what can be done to keep excellence if a company already has it. How to bring about changes is an issue briefly touched on at the end of the book." Authors

82. CORPORATE PLANNING PROCESS. M. C. Branch. American Management Association 1962 253p refs (HD31/B816)

"The purpose of this book is to provide the background of concept, consideration, and procedure believed fundamental to effective corporate planning. It is not restricted, therefore, to the experience of a single company, one type of business, or other limiting situation, but is intended to be generally applicable." Author

83. CORRECTION OF MISTAKES IN CONTRACTS UNDER PUBLIC LAW 85-804. George Washington University 1961 24p refs (Ref HD3858/G349c)

"It is our hope that this pamphlet will increase the public knowledge of correction of mistakes under Public Law 85-804. It is our belief that broader dissemination of information about the operation of the contract adjustment process and the decisions rendered thereunder will make the Contract Adjustment Boards more effective in doing their job of 'facilitating the national defense'." Foreword

84. COST ACCOUNTING, A MANAGERIAL APPROACH. M. Backer and L. E. Jacobsen. McGraw 1964 678p refs (HF5686.C8/B126)

"The purpose of this book is to instill in the reader an understanding of the nature and management use of cost and other economic data. Particular emphasis is placed upon the internal development and use of cost data for analysis, planning, and control within the firm. Careful consideration is given to the business setting in which cost measurements and analyses are made. In this respect the book is managerial in nature." Preface

85. COST CONTROL AND THE SUPERVISOR; SELECTIONS FROM SUPERVISORY MANAGEMENT MAGAZINE. American Management Association 1966 248p (HD47.5/S959)

"What is cost control? One might better ask: What isn't cost control? Every move a supervisor makes has an effect -- no matter how indirect -- on costs in his department. The articles in this book, however, have a more specific focus. They are intended to help the supervisor take dead aim at particular types of costs and knock them down to the lowest possible level -- while at the same time improving the quality and quantity of work in his department." Foreword

86. COST EFFECTIVENESS: PRINCIPLES AND APPLICATIONS TO AEROSPACE SYSTEMS. Western Periodicals 1966 228p refs (Ref TL872/C837)

"...the Los Angeles Section of American Institute of Aeronautics and Astronautics organized and presented, in April 1966, an integrated Lecture Series on 'Cost Effectiveness Principles and Applications to Aerospace Systems'. The papers...are published in this volume." Foreword

87. THE COST-MINDED MANAGER. J. D. Staley. American Management Association 1961 285p refs (HD47/S782)

"The subject matter is arranged, under each major heading, to follow a cycle from planning through specific action techniques to measurement, control, and evaluation. Major attention is centered upon organizing, energizing, and measuring cost reduction and control in major areas of costs. Although a functional approach is used, only a few functions are covered in detail. The approaches and techniques described and suggested can be applied by any sensitive manager to any business or enterprise..." Preface

88. COUNSELING IN AN ORGANIZATION; A SEQUEL TO THE HAWTHORNE RESEARCHES. W. J. Dickson and F. J. Roethlisberger. Graduate School of Business Administration, Harvard University 1966 480p (HF5549/D554)

"This book is the outcome of a collaborative effort to see what essential lessons could be learned from the Western Electric Company's extensive experience with an activity termed 'personnel counseling' at its Hawthorne plant in Chicago. This program was an outgrowth of the earlier Hawthorne researches in human relations and represented a pioneering effort in worker development." Abstract

89. THE CREATIVE ORGANIZATION. G. A. Steiner, ed. University of Chicago Press 1965 267p (HF5549/S822)

"The present volume...addresses itself to a host of problems arising from the increasing need for and emphasis on creativity in business operations. These problems are expressed in such questions as: How may creativity be usefully defined? Can creative characteristics be measured? What organization variables under the control of management can foster or retard creativity?" Foreword

90. CREATIVE PERSONNEL MANAGEMENT; READINGS IN INDUSTRIAL RELATIONS. M. S. Wortman, Jr., ed. Allyn 1967 613p refs (HF5549/W935)

"The materials for this book have been taken from journals, proceedings, and conferences (in personnel, industrial relations, and the behavioral sciences) which may not be readily available to the student or practitioner, and have been taken exclusively from the 1961 to 1966 period. The five major parts of the book should give an integrated view of personnel management today." Preface



91. CREATIVITY AND PERFORMANCE IN INDUSTRIAL ORGANIZATION. A. Crosby. Tavistock 1968 197p refs (HD31/C949)

"The primary aim of this book is to examine the role creativity could play in industry... There is room for creativity on any scale in industry. Like other investments in a firm's operations...creativity...requires effort, planning, and capital. It is worth consideration on this basis -- the only basis on which businessmen can justifiably make decisions." Preface

92. CRITICAL PATH ANALYSIS BY BAR CHART; THE NEW ROLE OF JOB PROGRESS CHARTS. C. W. Lowe. Brandon/Systems Press 1968 188p refs (HD69.P7/L913)

"In this book the techniques of critical path analysis are illustrated, using as an example a small project completed at one of the Monsanto Works. Other examples from Monsanto Works are used to demonstrate specific points about job progress charts and all the necessary data are given with each example... Job progress charts are applicable to many other situations besides those found in the chemical industry and some examples from other industries are given." Introduction

93. CRITICAL PATH ANALYSIS IN PRACTICE; COLLECTED PAPERS ON PROJECT CONTROL. G. Thornley, ed. Tavistock 1968 151p refs (HD69.P7/T497)

"This volume of papers is aimed at the wide gap that exists between the theory and the practice of project control by network methods. It contains some of the papers and reports presented at meetings of the Critical Path Analysis Study Group of the Operational Research Society...together with material specially prepared by a number of study group members who have been applying the methods for several years." Introduction

94. CRITICAL PATH NETWORKS. R. L. Martino. Management Development Institute 1967 157p (HD69.P7/M386c)

No abstract.

95. CYBERNETICS AND MANAGEMENT. S. Beer. Wiley 1959 214p refs (HD31/B415)

"This book...is not a text-book, nor a technical treatise. It is a general exposition of the new science, written for anyone interested in the problems of control... It is to the scientifically educated and imaginative manager that this book is primarily addressed. For he is the man who can seize cybernetics and make it work for him... The origins of cybernetics are briefly recounted; the new thinking is set in the perspective of the history and philosophy of science; the relevance of other sciences and lines of thought emerges; the industrial importance of it all is suggested." Author's Preface

96. DAMAGE CONTROL; A NEW HORIZON IN ACCIDENT PREVENTION AND COST IMPROVEMENT. F. E. Bird, Jr. and G. L. Germain. American Management Association 1966 176p refs (T55/B618)

The authors describe in some detail all basic phases of the safety program adopted by the Lukens Steel Company in Coatsville, Pennsylvania.

97. DANGEROUS PROPERTIES OF INDUSTRIAL MATERIALS. N. I. Sax. 3d ed Reinhold 1968 1251p refs (T55/S272/1968)

"The purpose of this work is to provide a single source for quick, up-to-date, concise, hazard-analysis information about more than 12,000 common industrial and laboratory materials." Preface

98. THE DARTNELL OFFICE ADMINISTRATION HANDBOOK. J. C. Aspley, ed. Dartnell 1967 1v (HF5547/D226d)

The Dartnell editors have produced a new handbook which replaces the former Office Manager's Handbook. They have tried to focus attention on the human relationships involved in office administration.

99. THE DARTNELL PERSONNEL DIRECTOR'S HANDBOOK. W. E. Scheer, ed. Dartnell 1969 960p refs (HF5549/D226)

According to the author, this handbook is an outline of some of the best thinking of how to do things well in personnel management.

100. DECISION ANALYSIS; INTRODUCTORY LECTURES ON CHOICES UNDER UNCERTAINTY. H. Raiffa. Addison 1968 309p refs (HD69.D4/R149)

"In these lectures I suggest a scheme you can use to organize and systematize your thinking when you encounter a situation in which you must make a difficult and important decision." Preface

101. DECISION AND CONTROL; THE MEANING OF OPERATIONAL RESEARCH AND MANAGEMENT CYBERNETICS. S. Beer. Wiley 1966 556p (HD20.5/B415)

"This book is about management, and the way in which it may invoke the use of science to help solve problems of decision and control." Preface

102. DECISION MATHEMATICS. D. E. Grawoig. McGraw 1967 370p (QA37/G777)

"Providing the basic background in mathematics for applied courses in the various business disciplines presents a formidable problem... This book will concisely provide a basic familiarity with quantitative tools so that students can rapidly obtain a mathematical foundation." Preface

103. DECISION PATTERNS. R. L. Martino and E. S. Stein. Management Development Institute 1969 109p (HD69.D4/M386)

"This book will introduce the manager to the new tools developed to help him cope with complexity... These new tools all give visibility to the business process, allowing the manager to comprehend what is going on. They find patterns and trends -- to make the complexity meaningful and understandable. They restore order to chaos." Preface

104. DECISION THEORY AND INFORMATION SYSTEMS; AN INTRODUCTION TO MANAGEMENT DECISION MAKING. W. T. Greenwood. South-Western 1969 818p refs (HD69.D4/G816)

"This book has been developed in an attempt to answer questions as to which theories, methods, and processes of decision making are integral to the preparation of all future managers." Preface

105. DEFENSE ORGANIZATION AND MANAGEMENT. H. B. Yoshpe and T. W. Bauer. Industrial College of the Armed Forces 1967 251p (UB145/Y65)

This text serves as an introduction to the creation and evolution of the Defense establishment. The chapter on "Changing Patterns of Defense Management" discusses the defense budget and programming systems.

106. DEFINING THE MANAGER'S JOB; THE AMA MANUAL OF POSITION DESCRIPTIONS. C. L. Bennett. American Management Association 1958 447p refs (HD21/B471)

"This book does not attempt to tell the reader a one best way to prepare or use managerial position descriptions. Instead, it describes the current practices of 140 companies which have had considerable experience with position descriptions on the managerial level, and it attempts to identify some of the factors which encourage particular approaches in particular situations."  
Introduction

107. DEPRECIATION POLICIES AND RESULTANT PROBLEMS. W. T. Hogan. Fordham 1967 130p refs (HJ4653.D5/H714)

"Depreciation is of prime importance to American enterprise as a major source of corporate funds... The work presents an analysis of the events leading up to the depreciation problem and its relationship to tax policies from the inception of the income tax laws until the present. It examines the growth of depreciation reserves as a source of corporate funds and the important role played by depreciation in business investment decisions. It contains a thorough survey of the depreciation programs in other countries and reviews the various methods proposed to reform the tax laws governing depreciation in this country."  
Prefatory Note

108. DESIGN FOR SECURITY. R. J. Healy. Wiley 1968 309p refs (TH9705/H434)

"The protection of industrial organizations against nonbusiness losses is an essential and specialized management area, but its importance is not always recognized... Failure to give emphasis to this most important management function can result in disaster... Design for Security was written to deal only with the physical aspects of security." Preface

109. DEVELOPING COMPETENT SUBORDINATES. J. M. Black. American Management Association 1961 128p (HF5549.5.T7/B627)

"There can be no question that the key to the management development process is the immediate superior. He is in the best position to know what the job entails; how the incumbent measures up, or which of several candidates is the likeliest-appearing; what particular training methods should pay out in terms of improved performance... The superior-subordinate management relationship is, in short, paramount." Foreword

110. DEVELOPMENT OF ECONOMIC ANALYSIS. I. H. Rima. Irwin 1967 422p refs (HB75/R575)

"The approach of this book is...chronological. Economic concepts and analytical tools are examined within the time sequence in which they developed, with due recognition of the events and problems of the period and the country in which they evolved as well as the individual thinkers who conceived or refined them." Preface

111. DICTIONARY OF BUSINESS & SCIENTIFIC TERMS. D. F. Tver, comp. 2d ed Gulf 1968 528p (Ref Q133/T968)

"The second edition of this dictionary has brought together in comprehensive form all the new terminology relating to aerospace and the aerospace program, computer terminology and the new field of oceanography. In addition, many new geological, medical, biological, botany and educational terms have been added." Preface

112. DICTIONARY OF COMMERCIAL, FINANCIAL, AND LEGAL TERMS... R. Herbst. 3d ed rev Translegal 1968 1v (Ref HB61/H538)

This English-German-French dictionary comprises terms in the fields of trade, industry, manufacturing, marketing, banking, foreign exchange, economics, private and public law, etc.

113. THE DISTRIBUTION OF AUTHORITY IN FORMAL ORGANIZATIONS. G. W. Dalton, L. B. Barnes and A. Zaleznik. Graduate School of Business Administration, Harvard University 1968 229p refs (HD38/D152)

"This...volume is a study of the impact and developing effects over a two-year period of a series of changes in organizational structure and arrangements in a research and development center. It utilizes the approach of a field experiment to assess the effects of these changes on the productivity and satisfaction of the professional personnel engaged in research and development work." Foreword

114. DYNAMIC COSTING. R. L. Martino. Management Development Institute 1968 144p (HD475/M386)

"This book is intended as a primer text on the newer quantitative approaches to the planning and scheduling of capital expenditure." Preface

115. DYNAMICS OF MANAGEMENT. A. W. Gutenberg and E. Richman. International Textbook 1968 690p refs (HD31/G983)

"This book was conceived in the idea that often management subjects are introduced in a static state, sterile, dissected and void of life... Our work here is developed on the premise that management, like engineering and medicine, is a technology, vibrant and alive." Preface

116. ECONOMETRIC THEORY. A. S. Goldberger. Wiley 1964 399p refs (HB74.M3/G218)

"This book is intended as a text for a one-year course in econometrics at the graduate level. Its concern is with the methods of estimating and testing relationships among economic variables. Unity of treatment is provided by starting with the classical regression model and proceeding to weaken its several assumptions in turn. The resulting structure should make the book useful also as a reference for those engaged in empirical economic research." Preface

117. ECONOMIC ALMANAC; 1967-1968 BUSINESS FACTBOOK. National Industrial Conference Board. Macmillan 1967 (Ref HC101/N277) 655p

This handbook presents useful facts about business, labor and government in the United States, Canada and other world areas.

118. ECONOMIC ANALYSIS; FOR ENGINEERING AND MANAGERIAL DECISION-MAKING. N. N. Barish. McGraw 1962 729p refs (HD47/B253)

"Making decisions is the key function in engineering and business activity. Most of the engineering and management decisions made in industry are or should be based upon economic analyses. This book is directed to persons who are concerned with these economic analyses and aims to present the basic reasoning and methodology of various disciplines which are important in decision-making. It is designed to be practical rather than theoretical. It is technique-oriented." Preface

119. ECONOMIC ANALYSIS FOR MARKETING DECISIONS. K. S. Palda. Prentice 1969 260p refs (HF5415.13/P155)

"This book offers an exclusively economic analysis of important decisions which are made by marketing executives of the firm... It attempts to offer operational normative economic theory for marketing management." Preface

120. ECONOMIC DECISION MODELS FOR ENGINEERS AND MANAGERS. J. L. Riggs. McGraw 1968 401p refs (HD31/R569)

"Economic Decision Models is a title that could be applied to a broad range of topics. It is so intended for this book. The content is essentially a quantitative approach to practical engineering and management problems, but many theoretical considerations and nonquantitative aspects are necessarily included." Preface

121. ECONOMIC MODELS, AN EXPOSITION. E. F. Beach. Wiley 1957 227p (HB71/B365)

This book is concerned with that part of economic theory that can be expressed in quantitative terms. Part One covers mathematical models and Part Two, econometric models.

122. ECONOMIC PHILOSOPHY. J. Robinson. Aldine 1962 150p refs (HB71/R662)

In this book, the author discusses metaphysics, the classics, the neo-classics, the Keynesian revolution, development and under-development.

123. THE ECONOMIC PROBLEM. R. L. Heilbroner. Prentice 1968 652p refs (HB171.5/H466)

"As some readers may recognize, much of two parts of the book -- history and macrotheory -- have been previously published as independent books, The Making of Economic Society and Understanding Macroeconomics." Introduction for Instructors

124. ECONOMIC THEORY AND OPERATIONS ANALYSIS. W. J. Baumol. 2d ed Prentice 1965 606p refs (HB74/M347)

"The subject of this book is economic theory, not operations research. The volume is intended to offer the reader both a systematic exposition of received microeconomic analysis, and an intuitive grasp of the many recent developments in mathematical economics that have too long remained a mystery in the private possession of the specialists." Preface

125. ECONOMIC THEORY IN RETROSPECT. M. Blaug. Rev ed Irwin 1968 710p (HB171/B645)

"This book is a study of the logical coherence and explanatory value of what has come to be known as orthodox economic theory." Preface

126. ECONOMIC THEORY OF "MANAGERIAL" CAPITALISM. R. Marris. Basic Books 1964 346p refs (HD38/M359)

The author defines "managerial" capitalism as "a name for the economic system of North America and Western Europe in the mid-twentieth century, a system in which production is concentrated in the hands of large joint-stock companies."

127. ECONOMICS. J. A. Guthrie and R. F. Wallace. 4th ed Irwin 1969 824p refs (HB171.5/G984)

This is an introductory text.

128. ECONOMICS; A GENERAL INTRODUCTION. L. G. Reynolds. 3d ed Irwin 1969 834p (HB171.5/R463)

This is an introductory text. This third edition has been completely re-organized and about one-third of it has been rewritten.

129. ECONOMICS; AN INTRODUCTION TO ANALYSIS AND POLICY. G. L. Bach. 6th ed Prentice 1968 594p refs (HB171/B118)

"This is...a book on political economy. It is a book on economic theory, but equally a book on how to use economic theory in thinking about complex problems for yourself." Preface



130. ECONOMICS; AN INTRODUCTORY ANALYSIS. P. A. Samuelson. 7th ed McGraw 1967 821p (HB171.5/S193)

"This is an introduction to economics. It is written for a half-year or full-year beginning course, and for students who may or may not go on to further study of economics. This seventh edition is a thorough revision of earlier editions." Preface

131. THE ECONOMICS OF CYCLES AND GROWTH. S. Bober. Wiley 1968 305p refs (HB3711/B663)

The author discusses economic models and difference equations to help smooth the way to an understanding of business cycles. He also gives formulations that help to understand the cyclical behavior of the consumption and investment components of aggregate change.

132. EFFECTIVE BUSINESS SPEECH. W. P. Sanford and W. H. Yeager. 4th ed McGraw 1960 445p (PN4193.B8/S217)

"This...fourth edition includes as new features an expanded treatment of the interview, conference, and discussion, a more functional approach to the design and presentation of all types of business speech, and a thorough treatment of procedure in the conduct of formal business meetings." Preface

133. EFFECTIVE PROFIT TECHNIQUES FOR MANAGERS. C. Pacifico. Parker 1968 169p (HD38/P117)

"The book starts with a discussion of what profit is... It analyzes the key factors that have the most direct and most significant effect on profit. Then it proceeds to those factors whose effect is somewhat less significant or more indirect." Author

134. EFFECTIVE PROJECT MANAGEMENT. American Society of Tool and Manufacturing Engineers. 1967-68 4v (T56/A512)

This is a self-instructional course in network project management.

135. EFFECTIVE REPORT WRITING, FOR BUSINESS, INDUSTRY, AND GOVERNMENT. N. B. Sigband. Harper 1960 688p (PE1478/S574)

"Communication is a vital and necessary tool of the teacher, engineer, student, businessman, doctor, public administrator -- in fact every interested, intelligent person. This book is designed to assist that individual to fashion the best tools possible so that he may transmit his ideas in all activities, as well as in his specialized area, with the greatest effectiveness and profit." Preface

136. EFFECTIVE TECHNICAL PRESENTATIONS. J. Connolly. 3 M Business Press 1968 93p (T10.5/C752)

"This book is beamed right at him -- the technical man in any field -- to provide him with a number of practical techniques for preparing and presenting his information in the meeting room where most industrial communication ultimately takes place." Foreword

137. EFFECTIVE WORK MANAGEMENT. M. Brown. Macmillan 1960 246p refs (HD31/M879)

"The real purpose of the book is to help the reader understand what is meant by 'management' in connection with work. Because the management processes are dynamic and much remains to be discovered about them, they can only be described here as they are generally understood and accepted today with the hope that the reader will keep abreast of future progress." Preface

138. THE EFFICIENCY OF CONTROL STRATEGIES; COMMUNICATION AND DECISION-MAKING IN ORGANIZATIONS. D. Ramstrom. Almqvist 1967 442p refs (HD38/R183)

"The main problem upon which this study is focused concerns the construction of a theoretical framework for describing and analyzing the relations between the different variables that form part of the control strategy of the firm. More precisely, attention is directed to the management-efficiency considerations concerning the relationships between three different sets of variables." Author

139. THE EFFICIENT EXECUTIVE. A. Uris. McGraw 1957 308p (HF5500/U76)

The author has designed this book to provide help to the executive in his quest for efficiency. To increase the helpfulness and practicality of the book, he has added self-rating quizzes, checklists, charts, and diagrams.

140. ELECTRIC ACCOUNTING MACHINE FUNDAMENTALS. B. A. Micallef. Addison 1968 215p (HF5688/M619)

This text has been written for use in electric accounting machine courses. It presents pertinent information included in manuals published by the various manufacturers.

141. ELEMENTARY THEORY OF ECONOMIC BEHAVIOR. J. Hadar. Addison 1966 332p refs (HB171.5/H125)

"...the text attempts to perform two functions:

1. To present the basic subject matter of intermediate microeconomics;
  2. To introduce the student to the principles of economic theorizing.
- Thus, while the material in this text is introductory in nature, its exposition is designed to meet the requirements of sound methodology." Preface

142. ELEMENTS OF PRODUCTION PLANNING AND CONTROL. S. Elion. Macmillan 1962 587p refs (TS155/E34)

"This volume is an attempt to present some of the basic principles of production planning and control and to indicate in what way it is interwoven with other functions in the framework of production management." Preface

143. ELEMENTS OF STATISTICAL INFERENCE. D. V. Huntsberger. 2d ed Allyn 1967 398p refs (HA29/H956)

"This second edition, like the first, is intended as an introduction to some of the basic concepts and techniques of statistical inference" Preface

144. ELEMENTS OF SUPERVISION. W. R. Spiegel, E. Schulz and W. B. Spiegel. 2d ed Wiley 1957 349p refs (T58/S769)

"Our original edition of Elements of Supervision was written to meet the specific needs of the war effort. The present revision...was undertaken to include some of the more important developments during the past fifteen years." Preface to the Second Edition

145. EMERGENCY ECONOMIC STABILIZATION. H. B. Yoshpe, ed. Industrial College of the Armed Forces 1964 148p (HB3730/Y65)

Economic problems of war and defense programs, economic stabilization controls in peace and war, and stabilization measures are some of the subjects discussed in this book.

146. EMOTIONAL HEALTH IN THE WORLD OF WORK. H. Levinson. Harper 1964 300p refs (HF5548.8/L665e)

"This book is a guide for the everyday use of executives. It discusses how to begin to understand people, and how to apply that understanding to help those people in a business organization who act in ways which do not meet the demands of reality." Preface

147. EMPLOYEE DISCIPLINE. L. Stessin. Bureau of National Affairs 1960 315p (HF5549.5.L3/S839)

This book is an examination of discipline procedures. The author analyzes the major published arbitration awards which deal with discipline problems.

148. EMPLOYMENT AND EARNINGS STATISTICS FOR THE UNITED STATES, 1909-68. U. S. Bureau of Labor Statistics. Government Printing Office 1968 924p (Ref HD8065/U58/1909-68)

This reference handbook presents detailed industry statistics on the Nation's nonagricultural work force.

149. ENGINEERING COMMUNICATIONS. A. B. Rosenstein, R. R. Rathbone and W. F. Schneerer. Prentice 1964 129p refs (T10.5/R814)

"All engineering is dependent upon the accurate, economical, and rapid transmission and processing of information. Communication is an indispensable activity in the engineering design process. The engineer must communicate with himself and he must communicate with others. The theory and practice of communication are the substance of the chapters which comprise this book." Foreword

150. ESSENTIALS OF INDUSTRIAL MANAGEMENT. L. L. Bethel, et al. 2d ed. McGraw 1959 514p refs (HD31/B562e)

"The purpose of this text...was to present an overview of management with emphasis on the interrelationship of functions and the development of co-ordination in the total enterprise." Preface

151. ETHICS IN BUSINESS. T. R. Masterson and J. C. Nunan, eds. Pitman 1969 218p refs (HF5386/M423)

"Ethics in Business examines some of the problems which confront today's business, social, and political leaders. Representative discussions of (1) enlightened self-interest (2) the Golden Rule, (3) Christian principles, (4) professional ethics, (5) mutuality of interests of the American public, and (6) the mutual interdependencies of the various parts and subsystems of the American economic system are included." Preface

152. ETIQUETTE IN BUSINESS. M. L. Carney. McGraw 1948 514p (HF5386/C289)

"Business situations and problems that are of particular interest to the new employee are presented and discussed in Parts 1 and 2 of this book. The material in Parts 3 and 4 is more advanced in character, treating topics that a person is likely to face as an experienced employee or when working in an executive capacity... Part 5, the concluding section of the book, is devoted to social life in business and is designed primarily for reference." Preface

153. EVALUATING EMPLOYEE PERFORMANCE. F. M. Lopez. Public Personnel Association 1968 306p refs (HF5549/L864)

The author presents an in-depth treatment of the evaluation of employee work performance. He addresses the book to the down-to-earth but busy operating manager.

154. EVALUATING TRAINING AND DEVELOPMENT SYSTEMS. W. R. Tracey. American Management Association 1968 304p refs (HF5549.5.T7/T759)

"The purpose of this manual is to help training managers and all others involved in the training and development effort to do their jobs more effectively and efficiently. Essentially, as the title implies, the manual is a guide to the evaluation and improvement of the design, management, and operation of training and development systems." Preface

155. THE EVALUATION INTERVIEW; PREDICTING JOB PERFORMANCE IN BUSINESS AND INDUSTRY. R. A. Fear. McGraw 1958 288p (HF5549.5/F288)

"This book is intended not only as an aid to interviewers on all levels but as a source book for all those executives and supervisors whose function it is to select people for their staffs from time to time." Preface

156. EVOLUTIONARY OPERATION; A STATISTICAL METHOD FOR PROCESS IMPROVEMENT. G. E. P. Box and N. P. Draper. Wiley 1969 237p refs (TP155.7/B788)

"This book is about the philosophy and practice of Evolutionary Operation (called EVOP for short), a simple but powerful statistical tool with wide application in industry." Preface

157. THE EXCEPTIONAL EXECUTIVE; A PSYCHOLOGICAL CONCEPTION. H. Levinson. Harvard University Press 1968 297p refs (HF5500.2/L665)

"In this book I propose to talk about what the organization and what work mean to people. Within a framework of psychoanalytic theory, I shall try to illuminate some aspects of the managerial task which heretofore have been relatively obscure. Then I shall wend my way through an odyssey of contemporary social problems whose resolution, I contend, depends on the effectiveness of business leadership." Preface

158. EXECUTIVE ACTION. E. P. Learned, D. N. Ulrich and D. R. Booz. Graduate School of Business Administration, Harvard University 1951 218p (HF5500/L438)

"This book is addressed to business executives and to others who are interested in the practical aspects of business administration. It is a study of the problems which executives face in trying to get effective coordination at the top level as well as among the various parts of an industrial enterprise." Introduction

159. EXECUTIVE COMPENSATION. D. R. Roberts. Free Press 1959 189p refs (HF5500/R643)

"This study...is based on a sample of corporations drawn from the group of about 3000 which report executive compensation and other data to the Securities and Exchange Commission." Introduction and Description

160. EXECUTIVE DECISIONS AND OPERATIONS RESEARCH. D. W. Miller and M. K. Starr. 2d ed Prentice 1969 607p refs (HD20.5/M647)

"This book examines the structure of decision problems from the viewpoint of an integrated theory of decisions. Within this framework, a logical, rational approach is blended together with the scientific methodology of operations research." Preface

161. THE EXECUTIVE IN TRANSITION. C. B. Randall. McGraw 1967 152p (HF5500/R188)

The author writes about the executive in the various phases of life.

162. EXECUTIVE OBSOLESCENCE. F. C. Haas. American Management Association 1968. 72p refs (HD38/H112)

"The present report by Frederick C. Haas concentrates on executive obsolescence from the company's standpoint. It examines identifiable characteristics and causes, and explores some of the measures being taken by companies to prevent and correct executive obsolescence."  
J. W. Enell

163. EXECUTIVE ON THE MOVE: TACKLING YOUR NEW MANAGEMENT JOB. J. M. Black. American Management Association 1964 128p (HF5500/B627e)

"This book should be useful to any executive who changes jobs, for whatever reason, and must now adjust to changed conditions -- a broader assignment, a new home in a different community, new associates, new friends. It will, of course, be of particular interest to the man who changes his company when he changes his job." Introduction

164. EXECUTIVE PROFILE; THE YOUNG MAN'S GUIDE TO BUSINESS SUCCESS. J. J. Famularo and P. S. Atkinson. McGraw 1967 372p (HF5500/F198)

"EXECUTIVE PROFILE has been written especially for the young man who wishes to launch a successful business career in an age that demands a new depth of personal commitment, penetrating self-knowledge, and perceptive goal setting." Preface

165. THE EXECUTIVE ROLE CONSTELLATION; AN ANALYSIS OF PERSONALITY AND ROLE RELATIONS IN MANAGEMENT. R. C. Hodgson, D. J. Levinson and A. Zalesnick. Graduate School of Business Administration, Harvard University 1965 509p refs (HF5500/H691)

"We present here a clinical observational study of an executive group in action. The study attempts to describe, analyze, and interpret the actual behavior of three executives as they went about the personal, interpersonal, and group business of running the organization for which they were responsible. The study assesses the dynamic interpersonal significance of each executive's behavior for the others with whom the executive interacted. It traces the impact of executive action and interaction upon group structure and group relations in the organization." Authors



166. THE EXECUTIVE STRATEGIST; AN ARMCHAIR GUIDE TO SCIENTIFIC DECISION-MAKING. R. C. Weisselberg and J. G. Cowley. McGraw 1969 249p refs (HD69.D4/W432)

"There is a gap between the scientist and the executive, a difference of terminology, objectives, and approach. The aim of this book is to help bridge that gap by giving you some insight into how the scientific approach (whether it's called scientific decision-making, operations research, management science, or quantitative analysis, etc.) can help you make better decisions. It will introduce you to some of the basic decision-making techniques being used to solve operational problems today." Authors

167. EXECUTIVE'S GUIDE TO INFORMATION SOURCES; A DETAILED LISTING FOR MANAGEMENT PERSONNEL OF 2,300 BUSINESS AND BUSINESS-RELATED SUBJECTS... Gale 1966 3v (Ref HF5353/E96)

"These volumes have been compiled to meet the needs of the executive actively engaged in running a business enterprise, as well as the needs of the researchers and scholars who assist him, as well as to guide the student of business." Publisher

168. EXECUTIVES UNDER FIRE; PERSONAL CASE HISTORIES FROM THE EXECUTIVE JUNGLE. C. Burger. Macmillan 1966 224p (HF5500/B954e).

"The inner reality of executive life which appears in this book is the result of several hundred informal interviews which I conducted in New York and other cities. Several dozen of these interviews were tape recorded with the knowledge and cooperation of the executives." Introduction

169. EXERCISES IN BUSINESS DECISIONS; A MANUAL FOR MANAGEMENT EDUCATION. J. N. Fairhead, D. S. Pugh and W. J. Williams. English Universities 1965 218p (HD38/F171)

"A popular current development in Management Education has been the introduction of simulation methods. These 'Business Exercises' have opened up a new dimension in the training of all levels of management, first-line supervisors, functional specialists, top executives." Introduction and Acknowledgements

170. EXPERIMENTATION FOR MARKETING DECISIONS. K. K. Cox and B. M. Enis. International Textbook 1969 122p refs (HF5415.2/C877)

"Our objective has been to prepare an introduction to the subject of experimentation in marketing research and decision making. Our purpose was to provide for the reader a means of understanding the concepts, techniques and potential applications of experimentation, for managerial use and/or as a prelude to the study of standard works in the field." Preface

171. THE FEDERAL BAR JOURNAL; SUBCONTRACTOR PROBLEMS. Vol XV1, No 2, April-June 1956 273p refs (Ref HD3858/F293)

This issue of The Federal Bar Journal is devoted to subcontractor problems. Some of the articles reprinted are: "Subcontracting Under General Services Administration Programs", "Choice of Law, State or Federal in Government Subcontracts", and "Subcontractors' Claims Against The Government".

172. FEDERAL PROCUREMENT LAW. R. C. Nash, Jr. and J. Cibinic, Jr. 2d ed George Washington University 1969 1063p (HD3858/N252/1969)

"This book was written in the hope that it would serve two purposes. First, it is intended to be used in teaching law school classes in the various aspects of Government contract law, ranging from introductory to more advanced courses. The second purpose of the book is to serve as a 'desk book' for the attorney practicing in this field." Preface

173. FINANCIAL ANALYSIS IN CAPITAL BUDGETING. P. Hunt. Graduate School of Business Administration, Harvard University 1964 88p (HF5550/H942)

"This monograph is divided into two parts. The first, consisting of one chapter, describes procedures of ranking projects in an order of desirability, and the second, containing three chapters, furnishes a means of determining the size of the investment fund. The scheme of analysis thus provides a rational means of choosing the projects to be accepted within the amount of funds that may be provided." Introduction

174. THE FINANCIAL EXECUTIVE AND THE NEW ACCOUNTING. M. E. Peloubet. Ronald Press 1967 227p refs (HF5657/P392)

"The purpose of this book is to give financial executives and operating management a convenient guide to all the services they are entitled to expect from their professional accounting advisors -- the new profit-building services as well as the more familiar services essential to the continuance and well-being of an enterprise. The book seeks to demonstrate what the individual certified public accountant or the accounting firm can do, how the capabilities of the individual or firm can be judged, and how the company being served can get the most out of the services that are rendered." Preface

175. FINANCIAL INFORMATION SYSTEMS: THEORY AND PRACTICE. J. B. Bower, R. E. Schlosser and C. T. Zlatkovich. Allyn 1969 640p refs (HF5548.2/B786)

"This book postulates not only a systems theory, but also a great number of questions, problems, and cases in which the systems theory presented can be applied to enable a depth of understanding and effectiveness in systems work." Preface

176. FINANCIAL REPORTING SYSTEMS AND TECHNIQUES. F. C. Dykeman. Prentice 1969 204p (HD38/D996)

This book was developed for industrial, government, and public accountants who are looking for better ways of presenting, analyzing, and summarizing financial data to management. Measurement techniques, computers, capital budgeting, and plans and controls are some of the subjects covered.

177. FINITE MATHEMATICS WITH STATISTICS FOR BUSINESS. R. Crouch. McGraw 1968 402p refs (HF5691/C952)

"This book was written to serve as a text for a single course in mathematics for students of business. It should serve equally well for students of the social sciences or behavioral sciences. It is written for students who have little or no mathematical training and, perhaps of more importance, who are not necessarily mathematically motivated or inclined." Preface

178. FLOWS IN NETWORKS. L. R. Ford, Jr. and D. R. Fulkerson. Princeton University Press 1962 194p refs (QA265/F699)

"This book presents one approach to that part of linear programming theory that has come to be encompassed by the phrase 'transportation problems' or 'network flow problems'." Preface

179. THE FOLKLORE OF CAPITALISM, T. W. Arnold. Yale University Press 1937 400p (HB501/A759)

"This book was written to describe the frustrating effects, in times of revolutionary change, of ideals and symbols inherited from a different past."  
Preface

180. FOR EXECUTIVES ONLY; AN ANTHOLOGY OF THE BEST MANAGEMENT THOUGHT. Dartnell 1967 480p (HD31/F692)

No abstract.

181. THE FOREMAN: FORGOTTEN MAN OF MANAGEMENT. T. H. Patten, Jr. American Management Association 1968 191p refs (HF5549/P316)

"The book concentrates upon what is commonly known as the 'industrial production foreman'... Some attention is also paid to supervisors of maintenance employees in mass-production industry and to supervisors of quality control or inspection." Introduction

182. FORMS DESIGN AND CONTROL. J. B. Kaiser. American Management Association 1968 173p refs (HF5736/K13)

"Here...is a guide for every person who is invested with the manufacture, preservation, routing, or destruction of business forms and any business intent on improving its record structure, making forms work, and getting the most for its money." Author

183. FREE ENTERPRISE AND THE ADMINISTRATIVE STATE. M. E. Dimock. University of Alabama Press 1951 179p refs (HB501/D582)

The author views the free enterprise system from the standpoint of institutions, how they are organized, how they behave, and how they are managed.

184. FRONT-LINE LEADERSHIP. W. E. Parker, R. W. Kleemeier and B. V. Parker. McGraw 1969 431p refs (HF5549/P244f)

"This book was written for all front-line supervisors and for men and women

who hope to become members of management in industry, business, and government. The leadership practices and principles presented have been found valid by research in this field and -- more important -- through actual experience... Leadership can be learned; the purpose of this book is to help the reader learn it." Preface

185. FUNCTIONAL BUSINESS COMMUNICATION. J. Dawe and W. J. Lord, Jr. Prentice 1968 646p (HD30/D269)

"Functional Business Communication ...is intended to distill those principles and techniques of maximum proved effectiveness into a single book to serve as a communications guide for the entrepreneur, the seasoned executive, or the incipient businessman seeking such knowledge in university classes throughout the country. In view of its restriction to fundamentals of greatest utility, it may serve well as the base for communication seminars in Executive Development Programs." Preface

186. THE FUNCTIONS OF THE EXECUTIVE. C. I. Barnard. Rev ed Harvard University Press 1966 334p (HD31/B259/1966)

"Formally this work is divided into four parts, but in a sense it consists of two short treatises. One is an exposition of a theory of cooperation and organization and constitutes the first half of the book. The second is a study of the functions and of the methods of operation of executives in formal organizations." Preface

187. FUND ACCOUNTING. H. D. Kerrigan. McGraw 1969 533p (HF5635/K41)

"This book is a study of accounting principles and practices found in governments and nonprofit institutions. The principles and practices are related at every opportunity with those of financial planning and control, better known as 'financial management.' Comparisons are also made between accounting principles and practices which apply to governments and nonprofit institutions and those which are generally accepted in business." Preface

188. FUNDAMENTALS OF OPERATIONS RESEARCH. R. L. Ackoff and M. W. Sasieni. Wiley 1968 455p refs (T57.6/A182)

"The activity called Operations Research (OR) developed during World War II, but its origins can be traced back much further... In this text, we have tried to reconcile a rigid mathematical treatment of the subject with a conceptually oriented qualitative treatment. For those who intend to practice OR, we hope this book will provide a better comprehension of the real world than most texts offer. For those who want to understand OR without practicing it, we hope this book will provide a better grasp of its methods, techniques, and tools than do most texts." Preface

189. FUNDAMENTALS OF PURCHASING. W. E. Willets. Appleton 1969 189p refs (HD52.5/W713)

The author seeks to provide an insight into industrial purchasing to students of the business community. The book is also valuable as a reference guide for the businessman.

190. THE FUNDAMENTALS OF TOP MANAGEMENT. R. C. Davis. Harper 1951 825p (HD31/D263)

"The purpose of this book is to present a fundamental statement of business objectives, policies, and general methods that govern the solution of basic business problems. The content has been organized to give maximum assistance to business executives and management educators. It is arranged to facilitate the presentation of the fundamentals underlying executive leadership. It examines the bases of effective thinking that condition the formulation of executive decisions. It reviews some solutions that have been applied effectively to basic business problems. It outlines the foundations of a management philosophy." Preface

191. GANTT ON MANAGEMENT; GUIDELINES FOR TODAY'S EXECUTIVE. A. W. Rathé, ed. American Management Association 1961 288p refs (HD31/G211)

"At the time this preface is written, Henry Laurence Gantt's techniques and concepts are at work in only a limited sector of the management world. Their use in the remaining segments holds invaluable possibilities for people and organizations. That is why this volume republishes the author's original ideas unchanged, except for their sequential arrangement, as a service to the management community." Preface

192. GETTING ACROSS TO EMPLOYEES; A GUIDE TO EFFECTIVE COMMUNICATION ON THE JOB. J. S. Morgan. McGraw 1964 310p (HF5549.5/M848)

"Mr. Morgan's book provides its readers with a highly practical tool for developing personal effectiveness in face-to-face communications within the business setting." Foreword

193. GOAL SETTING; KEY TO INDIVIDUAL AND ORGANIZATIONAL EFFECTIVENESS. C. L. Hughes. American Management Association 1965 159p refs (HD31/H893)

"Today there are many good theories of motivation, many potentially useful concepts about increasing employee commitment to company objectives and goals. This book is an attempt to synthesize these many eclectic ideas and translate them into terms meaningful to the business manager." Introduction

194. GOVERNMENT CONTRACT WARRANTIES. George Washington University. 1961 57p refs (HD3858/G349g)

This monograph contains an edited version of the talks given at a panel on product warranties and their use in government contracting, held at George Washington University in May 1961.

195. GOVERNMENT CONTRACTING AND TECHNOLOGICAL CHANGE. C. H. Danhof. Brookings Institution 1968 472p refs (HD3858/D182)

"Clarence Danhof's study has four objectives: (1) to explain the growth of the contractual system in the scientific and technological areas; (2) to explore the government's organization and procedures for managing the contractual system; (3) to evaluate the impact of the government's system upon the participating private institutions; and (4) to examine some of the broader implications of the system. The government's ability to manage the system it has created and the ability of private institutions to serve the government's objectives while maintaining their private character and discharging adequately their other functions are viewed as central issues." Foreword

196. GOVERNMENT-FURNISHED PROPERTY. C. Goodwin. George Washington University 1963 35p refs (HD3858/G349f)

"This monograph contains an exhaustive summary of all of the material available on the Government-furnished Property clauses used in Government contracts." Foreword

197. GOVERNMENT PRIME CONTRACTS AND SUBCONTRACTS SERVICE. Procurement Associates, Inc. 1968 3v and suppl (Ref HD3858/P964)

This subscription service includes complete coverage on all aspects of government contract operations, such as marketing, pricing, proposal preparation, contract administration, etc. A monthly supplement service updates the basic volumes.

198. THE GROWTH AND DEVELOPMENT OF EXECUTIVES. M. L. G. Mace. Graduate School of Business Administration, Harvard University 1950 200p refs (HF5500/M141)

"In this report Professor Mace presents the results of his first-hand observations on the manner in which numerous industrial companies are undertaking to develop administrative talent." Foreword

199. A GUIDE TO GOVERNMENT CONTRACTS. T. V. Liss. 2d ed Technical Aides 1967 66p (HD3858/L772)

This is a brief introduction to the subject of government contracts. The author aims this booklet at general management and technical personnel.

200. GUIDE TO WORK SAMPLING. F. H. Lambrau. Rider 1962 105p (T60/L226)

"Although work sampling is a valuable engineering tool, it can be stripped of its mathematical and statistical ramifications and put to use by the supervisor for improving operations and reducing costs." Preface



201. GUIDELIST FOR MARKETING RESEARCH AND ECONOMIC FORECASTING.  
R. N. Carpenter. American Management Association 1966 112p (HD21/  
C296)

"The intent of this research report is to help marketing researchers and forecasters find the data they need. It gives a broad outline of available publications and other sources of facts pertinent to marketing. It includes important directories and bibliographies which in turn extend the grasp still further." John W. Enell

202. HANDBOOK OF BUSINESS MATHEMATICS. W. R. Minrath. 2d ed  
Van Nostrand 1967 658p refs (HF5691/M666)

"This book has been prepared to provide methods for application of mathematics in solving practical business problems... The first section presents the basic mathematical concepts and methods that are required in business mathematics... The second part of this book deals with the methods of business mathematics -- those computations that enter, to a greater or less degree, into the everyday operation of virtually every business. They include commercial discount, bank discount, simple interest, compound interest, annuities, depreciation and amortization. The third section... is devoted to the more specific applications, in such fields as real estate, stocks and bonds, insurance and instalment loans." Preface

203. HANDBOOK OF GOVERNMENT CONTRACT ADMINISTRATION. W. H.  
Riemer. Prentice 1968 1087p (HD3858/R556)

"The purpose of the book is to assist the Contract Administrator in the administration of programs. It is based on several years of conducting training programs directed toward the administrator so that its outlook is contracts oriented. Certainly it is not intended to be used as a set of legal principles nor should it be used in an attempt to eliminate the vital role played by the attorney in government contracting." Introduction

204. HANDBOOK OF INDUSTRIAL ENGINEERING AND MANAGEMENT. W. G. Ireson and E. L. Grant, eds. Prentice 1955 1203p refs (T56/I66)

"This handbook will be useful to other people besides practicing industrial engineers and students of industrial engineering and management. For instance, the book will be valuable to persons who have been trained in other engineering fields but who are now engaged in management activities. Moreover, it will help all persons -- engineers and others -- who require concise reference material on various matters related to industrial engineering and management. People already engaged in industrial management and others aiming at management positions, for example, will find this book a valuable guide." Preface

205. HANDBOOK OF INDUSTRIAL LOSS PREVENTION. 2d ed McGraw 1967 1v (Ref T55/H236/1967)

This handbook gives the recommended practices for the protection of property and processes against damage by fire, explosion, lightning, wind and earthquake. New chapters dealing with conservation and the human element, principles of fire and fire control, space heaters, and other subjects have been added to this expanded second edition. Also, fourteen chapters have been significantly expanded.

206. HANDBOOK OF INDUSTRIAL STATISTICS. A. H. Bowker and G. J. Lieberman. Prentice 1955 1v (HA40.I6/B786)

"This book is a reprint of the section on industrial statistics in the Handbook of Industrial Engineering and Management, edited by W. G. Ireson and E. L. Grant. It has been published separately to serve as a useful and convenient tool for engineers, statisticians, and teachers of courses in industrial statistics." Preface

207. HANDBOOK OF MANAGEMENT TECHNOLOGY. G. Wills and R. Yearsley, eds. Funk 1967 228p refs (HD31/W741)

"Managing we now know is work, a specific kind of work. As such, it needs its own tools. It needs a management technology. The tool kit, its component parts, and the user's guide for the main tools are the subjects of this book." Foreword

208. HANDBOOK OF PUBLIC RELATIONS. H. Stephenson. McGraw 1960  
855p refs (HM263/S836)

"This handbook has three purposes: (1) to show the scope of present-day public relations practice; (2) to describe in detail the principal components and dynamics of public relations programs; (3) to supply a practical guide to operations." Preface

209. HANDBOOK OF SAMPLING FOR AUDITING AND ACCOUNTING. H. Arkin. McGraw 1963 1v (HF5657/A721)

"This volume is designed to bridge the gap between the current interest in the accounting applications of sampling theory and the dearth of concise, understandable reference material which explains sampling theory and demonstrates how it may be used effectively in practical situations." Preface

210. HIGH-TALENT PERSONNEL; MANAGING A CRITICAL RESOURCE. J. R. Hinrichs. American Management Association 1966 288p refs (HF5549/H664)

"In the last analysis, the approaches described in Chapter 11 are probably the most important message conveyed by this book. Today we certainly do not have final answers providing guidelines for the management of a high level of talent. Possibly we never will. However, there is a strong need for management to audit what it is doing now and for it to support efforts to develop better approaches. This can come only through soundly based research in the important area of managing high talent within industry." Introduction

211. THE HISTORY OF AMERICAN MANAGEMENT; SELECTIONS FROM THE BUSINESS HISTORY REVIEW. J. P. Baughman, ed. Prentice 1969  
252p refs (HD70.U5/B346)

"The selections scan the first century of 'modern' American business and focus upon various managerial challenges and styles. They present situations representative of the ways in which management has become more conscious, more informed, more responsible, and more professional." Preface

212. THE HISTORY OF MANAGEMENT THOUGHT. C. S. George, Jr. Prentice 1968 210p refs (HD31/G347h)

The author attempts to "Knit together into a meaningful whole many of the fragments of management thought which make up the history of this emerging profession."

213. HOW FOREMEN CAN CONTROL COSTS. P. Carroll. McGraw 1955. 301p (T56/C319)

This book is aimed at the foreman who controls costs, whether his title is Chief Engineer, Sales Manager, Chief Clerk, etc. It attempts to help him improve his skills in supervising and controlling the work of others.

214. HOW TO BE A MORE CREATIVE EXECUTIVE. J. G. Mason. McGraw 1960 281p (BF408/M399)

"The book shows you how to apply the power of creative thinking to find more imaginative solutions to problems in business management. Defining 'creativity', and the nature of its process, the book gives examples that can readily help you to recognize and develop this vital asset in yourself as well as in others." Publisher

215. HOW TO BE A SUCCESSFUL LEADER. A. Uris. McGraw 1953 239p (BF637/U76)

"Successful leadership requires mastery of the human elements of the leadership job. Whether you are in a leadership position now, or hope to be one day, the ideas and suggestions set forth here can provide the basic answers on which effective leadership depends." Preface

216. HOW TO BUILD YOUR MANAGEMENT SKILLS. J. G. Mason. McGraw 1965 239p (HD31/M399)

"This...is a book for managers in the sense of 'those who manage' -- the men who are the practical practitioners in business, government, and society in general. In other words, for those who actually keep the wheels turning by making things happen -- no matter what their actual titles." Preface

217. HOW TO CONTROL PRODUCTION COSTS. P. Carroll. McGraw 1953  
272p refs (HD47/C319)

"This book could well be divided into two parts of almost equal value: (1) the first chapter, which deals with the necessity for the control of production costs, and (2) the other 25 chapters, which describe in workable detail the means of accomplishing the control with diversified products." Foreword

218. HOW TO DEVELOP A COMPANY PERSONNEL POLICY MANUAL. J. W. Lawson. Dartnell 1967 1v (Ref HF5549/L425)

"This manual is intended to provide employers, industrial relations and personnel directors with basic, practical guidelines to follow in formulating, drafting and editing personnel management policies and procedures designed to promote the common interest of the employer, the employee, the employee's representative and the customer." Preface

219. HOW TO MANAGE BY RESULTS. D. D. McConkey. Rev ed American Management Association 1967 160p (HD31/M129/1967)

"This...is a book which should provide managers at all levels with practical techniques for managing by results. No attempt is made to uphold any particular approach to management by results as being the only or the ideal approach. Like all other management programs, this one must be carefully tailored to the conditions existing in each company. The better approach may well be one which combines certain features of the many illustrated here." Foreword

220. HOW TO MOVE IN MANAGEMENT; AN EXECUTIVE'S GUIDE TO CHANGING JOBS. J. M. Black and E. M. Lynch. McGraw 1967 234p (HF5383/B627)

"How to Move in Management is intended to help the executive who...wants to change jobs. The case illustrations that are given throughout the book were collected by my coauthor, Mrs. Edith M. Lynch. She interviewed literally hundreds of management people to get their advice on the do's and don't's of management job seeking. Each person with whom Mrs. Lynch discussed the subject spoke from a personal experience that was based on the difficulties and problems he encountered in leaving one company to resume his career at another. Hence, their opinions are realistic and helpfully practical." Introduction

221. HOW TO SELECT AND DEVELOP LEADERS. J. W. Taylor. McGraw 1962 262p (HM141/T243)

"This is meant to be a book about basics... You will find no discursive dissertation on 'the need for leadership' in these pages... Most of the books already produced in this field have been written for students, professional personnel workers, psychologists, et al. This one has been written for decision-making managers and executives..." Author

222. HOW TO SUCCEED IN COMPANY POLITICS; THE STRATEGY OF EXECUTIVE SUCCESS. E. J. Hegarty. McGraw 1964 279p (HF5500/H462)

The author gives advice and suggestions on how to succeed in company politics. He believes that the ability to use political techniques does not make a successful executive, but that an executive who does not have a political know-how is as handicapped as one who does not show up at work at all.

223. HOW TO USE THE DYNAMICS OF MOTIVATION. J. K. VanFleet. Parker 1967 220p (HF5549.5/V252)

The author presents eleven dynamic laws of motivation for use as guidelines in dealing with employees. He also gives details for putting these laws into practice.

224. HOW TO USE THE LEARNING CURVE. R. Jordan. Materials Management Institute 1965 1v (T60.G7/J82)

"The Learning Curve has become an accepted tool of Management for estimating the costs of future production, determining man-power requirements and controlling shop labor. It is the purpose of this manual to provide all the basic principles needed by the reader to accomplish full use of the technique without further text reference." Introduction

225. HUMAN BEHAVIOR IN ORGANIZATION. L. R. Sayles and G. Strauss. Prentice 1966 500p refs (HF5549/S275)

"This book endeavors to focus both the methods and findings of the behavioral sciences on the persisting human problems of administering modern organizations." Preface

226. HUMAN DILEMMAS OF LEADERSHIP. A. Zaleznick. Harper 1966 236p  
refs (HD6971/Z22)

"This book presents a psychological study of leadership and the special problems facing individuals who are called upon to exercise authority in organizations." Foreword

227. THE HUMAN ELEMENT IN MANAGEMENT. D. Willings. Batsford 1968  
224p refs (HF5548.8/W733)

"This book presents important findings and applications flowing from behavioral science research. Its author possesses knowledge and insight gained from a broad interdisciplinary background in the social and behavioral sciences, and has had extensive practical experience in industry... It is significant that much of his experience, and many of the examples he gives in the book, come from the most advanced sector of modern industry, the pioneering firms in electronics." Foreword

228. HUMAN FACTORS IN QUALITY ASSURANCE. D. H. Harris and F. B. Chaney. Wiley 1969 234p refs (TS156.Q3/H313)

No abstract.

229. HUMAN FACTORS IN TECHNOLOGY. E. Bennett, J. Degan and J. Spiegel, eds. McGraw 1963 685p refs (TA166/B471)

This volume investigates the relation of man to his technological environment. Some of the aspects of human factors covered are: workspace and clothing design, atypical environments, sensory supplementation, and mechanization of human functions.

230. HUMAN PERFORMANCE IN INDUSTRY. K. F. H. Murrell. Reinhold 1965 496p refs (TA166/M984)

"...there is an increasing interest in ergonomics and a realization of the importance of designing man-machine systems as a whole and of using them in the optimum environment. It is this interest which is the reason for this book; in its preparation I have been faced with the question of the audience

for whom it is intended. There is no doubt the management will want to know, basically, what part ergonomics could play; designers will want information which will help them to make better machines; some scientists may be interested in learning something of the ergonomic problems of industry, and others something of disciplines with which they are not familiar; the student may want to study the whole subject." Preface

231. HUMAN RELATIONS IN ADMINISTRATION, TEXT AND CASES. R. Saltonstall. McGraw 1959 736p refs (HF5549/S179)

"This book is addressed primarily to operating executives in middle management and upper-level management. It should be of interest to staff executives as well; particularly to those in the personnel department and other staff functions where understanding the nature of human relationships may make the difference between success and failure to accomplish staff objectives." Preface

232. HUMAN RELATIONS IN ADMINISTRATION WITH READINGS. R. Dubin. 3d ed Prentice 1968 538p (HD6971/D815)

"When the first edition of this book was published seventeen years ago, it was designed to give a behavioral science focus to the new field that was later to be called organization theory. The second edition added more of the behavioral science theory and research as it developed. The latest edition continues in the same tradition, and strengthens it." Preface to Third Edition

233. HUMAN RELATIONS IN MODERN INDUSTRY. R. F. Tredgold. 2d rev ed. International Universities 1963 192p (HD6971/T786)

The importance of human relations, group behaviour in industry, unhealthy reactions, and lack of satisfaction are some of the subjects discussed in this book.

234. HUMAN RELATIONS IN SUPERVISION: LEADERSHIP IN MANAGEMENT. W. E. Parker and R. W. Kleemeier. McGraw 1951 472p refs (HF5549/P244)

"In this book we present to the first-line supervisor, be he foreman or office



manager, and to higher levels of management too, principles, illustrations, and directions for the development of a sound human-relations program. The book is directed specifically to the first-line supervisor, because the establishment of good human relations in any organization stands or falls upon the skill of these supervisors in dealing with human problems." Preface

235. HUMAN RESOURCES FOR NATIONAL STRENGTH. S. L. Falk. Industrial College of the Armed Forces 1966 158p (HD5706/F191)

In this book the author discusses manpower as the basic resource of a nation. Chapter V deals with the rise of the American labor movement and labor and management.

236. HUMAN VALUES IN MANAGEMENT; THE BUSINESS PHILOSOPHY OF A. M. SULLIVAN. H. Lazarus, ed. Dun & Bradstreet 1968 151p (HF5500.2/S949)

This is a collection of essays on business and businessmen by A. M. Sullivan, who has been on the staff of Dun & Bradstreet for the past thirty-four years.

237. IMPROVING INDIVIDUAL PRODUCTIVITY. J. D. Staley and I. A. Delloff. American Management Association 1963 207p refs (HD57/S782)

"It is not our purpose to debate the contributions to, nor the distribution of the benefits of, improved productivity but rather to convince the industrial or business manager that the productivity of human resources, among others, must be improved, that such improvement has to help finance the unrelenting climb of all his costs, and that there are systematic and effective methods for obtaining improvements in that productivity." Introduction

238. IMPROVING OFFICE ENVIRONMENT. Management Conference, Chicago, 1968. Business Press 1969 86p (HF5547/M266)

The Addresses delivered at the Management Conference held in October, 1968 and sponsored by the Business Equipment Manufacturers Association are presented in this book.

239. IMPROVING ORAL COMMUNICATION. J. H. Henning. McGraw 1966 329p refs (PN4121/H517)

No abstract.

240. IMPROVING YOUR CREATIVITY ON THE JOB. J. S. Morgan. American Management Association 1968 223p refs (HD38/M848)

No abstract.

241. INCENTIVE CONTRACTING. R. C. Nash. George Washington University. 1963 112p refs (HD3858/G349n)

"What can a monograph on incentive contracting accomplish? This question is best answered by first stating that it cannot provide complete guidance on when and how to use the incentive contract. The incentive contract is too complex and the underlying conditions for use are too diverse to allow this ... However, this monograph does attempt to describe some of the basic techniques that can be used in negotiating and administering incentive contracts. It also contains a discussion of the major considerations to be taken into account when deciding whether to use this type of contract. It also identifies a large number of problems that have arisen in the use of incentive contracts and raises numerous questions on various facets of the current Department of Defense policy as it is being applied at the present time." Foreword

242. INCENTIVE CONTRACTING IN THE AEROSPACE INDUSTRY. Contract Management Institute. 1966 81p (HD3858/C764i)

This monograph covers the history, rationale, analysis, and legal aspects of incentive contracting.

243. INDICATORS OF BUSINESS EXPANSIONS AND CONTRACTIONS. G. H. Moore and J. Shiskin. Columbia University Press 1967 127p (H11/M822)

"This paper presents the 1966 list of National Bureau of Economic Research cyclical indicators and a description of an explicit scoring plan that has been developed to help in the evaluation and selection of indicators." Summary

244. INDUSTRIAL ACCIDENT PREVENTION: A SCIENTIFIC APPROACH. H. W. Heinrich. 4th ed McGraw 1959 480p (HD7262/H469)

"The prime objective of this, the fourth edition of 'Industrial Accident Prevention', is to treat the subject as both an art and a science. As such, one expects to find and will find, clearly covered by the text, what accident prevention is; what it accomplishes, and how it is accomplished." Preface

245. INDUSTRIAL ADMINISTRATION. S. Vance. McGraw 1959 570p refs (HD31/V222)

"The basic purpose of this text...is to help condition management candidates so that they will recognize the importance both of actual performance and of management concepts." Preface

246. INDUSTRIAL DEMOCRACY AND INDUSTRIAL MANAGEMENT; A CRITICAL ESSAY ON THE POSSIBLE MEANINGS AND IMPLICATIONS OF INDUSTRIAL DEMOCRACY. E. Rhenman. Tavistock 1968 174p refs (HD5650/R471)

"The purpose of this book is to show that industrial democracy and business organization are not just two subjects which happen to be in the forefront of general discussion; they are closely related. We believe that the problems of industrial democracy can only be adequately understood in the context of modern organization theory." Introduction

247. INDUSTRIAL ENGINEERING HANDBOOK. H. B. Maynard, ed. McGraw 1956 1v refs (T56/M471i)

"Any handbook must of necessity be a 'how-to-do-it' book containing specific information on the solution of practical problems. The Industrial Engineering Handbook is primarily a reference book for the practicing industrial engineer. At the same time, it will also prove useful to other management men whose work is related to, or affected by, the work of the industrial engineer." Preface

248. INDUSTRIAL JOBS AND THE WORKER; AN INVESTIGATION OF RESPONSE TO TASK ATTRIBUTES. A. N. Turner and P. R. Lawrence. Graduate School of Business Administration, Harvard University 1965 177p refs (HF5549/T944)

The authors' purpose in writing this book was to develop and implement a method of measuring job attributes that would help predict workers' response to their jobs.

249. INDUSTRIAL MANAGEMENT IN THE ATOMIC AGE; PATTERNS, RESTRAINTS, OPPORTUNITIES, AND TRENDS IN GOVERNMENT-SPONSORED TECHNOLOGY. V. L. Parsegian. Addison 1965 374p refs (TK9023/P266)

"This volume presents features of atomic and industrial development which should be of interest to those who exercise managerial, project, legal, or administrative responsibility within industry and in government. It is intended to be of value to graduate students of industrial management, since most issues that are discussed go well beyond the atomic power field." Preface

250. INDUSTRIAL MARKETING MANAGEMENT AND CONTROLS. L. A. Williams. American Elsevier 1968 265p (HF5415/W724)

"What management most needs at the present time is the retention of control; the single purpose of this book has been to show how that need may be satisfied. Control in this sense means the use of a reliable, readily understood and sensitive system of information and standards as a basis for the management decisions that have to be taken." Preface

251. INDUSTRIAL ORGANIZATION: J. S. Bain. 2d ed Wiley 1968 678p refs (HD31/B162)

"This work is offered as a basic textbook in the area of economics usually designated as Industrial Organization. Its general subject matter is the organization and operation of the enterprise sector of a capitalist economy, with especial reference to the economy of the United States. It is primarily concerned with the economywide complex of business enterprises (excluding banking or other financial firms) in their function as suppliers and sellers, or buyers, of goods and services of every sort produced by enterprise. It does not deal with financial enterprises, or consider nonfinancial enterprises in their role as buyers in markets for primary factors of production such as labor." Preface to the First Edition

252. INDUSTRIAL ORGANIZATION AND MANAGEMENT. L. L. Bethel, et al.  
4th ed McGraw 1962 704p refs (HD31/B562)

"This text in industrial organization and management originated as an attempt to present an overview of the operations of an industrial organization, the interrelationship of functions, and the fundamental principles of management which lead toward effective coordination and control." Preface

253. INDUSTRIAL PERSONNEL SECURITY; CASES AND MATERIALS. L. H. Weaver. Thomas 1964 636p refs (UB249/W363)

This book of cases and materials is an attempt by the author to encourage the study of industrial security by bringing together a variety of relevant documentation.

254. INDUSTRIAL PSYCHOLOGY. B. V. H. Gilmer. 2d ed McGraw 1966  
617p refs (HF5548.8/G487)

"There is now a field of general industrial psychology. It is composed of the contributions of experimental, social, counseling, and clinical psychology, and of the researches found scattered throughout a broad literature of the behavioral sciences and of business. This revised edition pulls together the content of the field much in the manner of other introductory texts in psychology." Preface

255. INDUSTRIAL PSYCHOLOGY. L. Siegel. Rev ed Irwin 1969 594p  
(BF56/S571)

"This revision, like the original edition, is intended primarily for students enrolled in courses variously designated Business Psychology or Industrial Psychology. I am hopeful also that it will prove useful to persons functioning in the field as personnel managers, training directors, and so on... Instead of restricting the scope to personnel problems or management problems, I have organized the content about the three major parties to industrial activity: workers, managers, and consumers." Preface

256. INDUSTRIAL PSYCHOLOGY; ITS THEORETICAL AND SOCIAL FOUNDATIONS.  
M. L. Blum and J. C. Naylor. Harper 1968 633p refs (HF5548.8/B658)

This book is a revision of Industrial Psychology and Its Social Foundations.  
In this new edition, the authors present a change in the philosophy of industrial psychology.

257. INDUSTRIAL PURCHASING BEHAVIOR; A STUDY OF COMMUNICATIONS EFFECTS. T. Levitt. Graduate School of Business Administration, Harvard University 1965 184p refs (HD52.5/L666)

"The major finding of this study is that for complex industrial products or materials a company's generalized reputation has an important bearing on how its sales prospects make buying decisions." Author

258. INDUSTRIAL SAFETY. 3d ed R. P. Blake, ed. Prentice 1963 405p (HD7262/B636)

This book "is the result of more than half a century of studying and working in this field. The author contributed substantially to the organization of early industrial safety movements, and to the development of the techniques which have reduced accidents and injuries in industry." Publisher

259. INDUSTRIAL SECURITY FOR STRIKES, RIOTS AND DISASTERS.  
R. M. Momboisse. Thomas 1968 496p (TH9745/M732)

This book discusses such aspects of industrial security as physical security, guard force, alarm systems, and the planning for continuity of management, disaster control services and organization.

260. INDUSTRIAL SOCIETY: SOCIAL SCIENCES IN MANAGEMENT. D. Pym, ed. Penguin 1968 463p refs (HF5549/P996)

"In popular usage the term 'social sciences' embraces most subjects devoted to the study of people. This book is about two core subjects of social science -- sociology and psychology -- and their relevance to industrial behaviour and the organization of work." Introduction

261. INDUSTRIAL SOCIOLOGY: THE SOCIOLOGY OF WORK ORGANIZATIONS. D. C. Miller and W. H. Form. 2d ed Harper 1964 873p refs (HD6961/M647)

"This is a book about work with especial attention to the people who work and the social relations existing among them. The sociology of work relations is a study of people in jobs everywhere -- in the factory, home, store, office, field, hospital, mine and government." Preface to First Edition

262. INDUSTRIAL STATISTICS. C. W. Lowe. Business Books 1968 1v refs (HA40.16/L913)

The author has attempted to present a "straightforward 'work' book which describes a large number of statistical methods and gives examples of their uses."

263. INFORMATION ECONOMICS AND MANAGEMENT SYSTEMS. A. M. McDonough. McGraw 1963 321p refs (HF5549.5/M136)

"This text identifies and explains certain of the reasons for the growing emphasis in management circles on channels of business information. In the past most management books have concentrated on chains of command. This book blends both approaches. Information values, as well as information costs, are explored in the context of the opportunities and hazards that are general to all business." Preface

264. INFORMATION MANAGEMENT: THE DYNAMICS OF M I S. R. L. Martino. Management Development Institute 1968 163p (HF5548.2/M386i)

The author wrote this book to fill the need for a non-technical perspective on Management Information Systems (MIS).

265. INFORMATION PROCESSING FOR MANAGEMENT. Management Conference, Chicago, 1968. Business Press 1969 200p (HF5548.2/M266)

This volume contains the addresses delivered at the Management Conference held in October, 1968 and sponsored by the Business Equipment Manufacturers Association.

266. INSIGHTS INTO THE CHANGING GOVERNMENT MARKETPLACE. A. B. Schmalz. North American Rockwell Corporation n.d. 174p refs (HD3858/S347)

"The Characteristics of Change Affecting Government as a Marketplace are discussed on the following pages. Our discussion deals with those aspects of change and management essential to successful business dealings with most government organizations today" Preface

Chapter VI1 deals with the DOD weapons system acquisition and contractor selection processes. Chapter XI deals with management in NASA.

267. INTEGRATED MANAGERIAL CONTROLS; A VISUAL APPROACH THROUGH INTEGRATED MANAGEMENT INFORMATION SYSTEMS. R. O. Boyce. American Elsevier 1967 372p refs (HD31/B789)

"The basic purpose of the book...is to stress the need for management 'to know and understand the facts' and to demonstrate the means by which this may be assured." Preface

268. INTERMEDIATE ACCOUNTING. G. A. Welsch, C. T. Zlatkovich and J. A. White. Rev ed Irwin 1968 1068p (HF5635/W461)

No abstract.

269. INTERMEDIATE ACCOUNTING. W. B. Meigs, et al. 2d ed McGraw 1968 846p refs (HF5635/M512)

"The emphasis throughout is on accounting theory and concepts and an analysis of the special problems that arise in applying these underlying concepts to financial accounting. As in the first volume of the series, attention is focused on the use of accounting data as a basis for decisions by management, stockholders, creditors, and other users of financial statements and accounting reports." Preface

270. INTERMEDIATE ECONOMIC ANALYSIS; RESOURCE ALLOCATION, FACTOR PRICING, AND WELFARE. J. F. Due and R. W. Clower. 4th ed Irwin 1961 545p refs (HB171/D852)

"The primary purpose of this book is to provide a summary exposition of



contemporary economic theory at a level intermediate between the beginning principles courses and graduate courses in economic theory. It is intended for use in undergraduate courses designed to provide a more intensive training in economic analysis than is possible in the elementary course. The emphasis ...is upon value and distribution theory." Preface

271. INTERNATIONAL BUSINESS MANAGEMENT: A CONCEPTUAL FRAME-  
WORK. J. Fayerweather. McGraw 1969 220p refs (HD69.I7/F284)

"With the advent of the multinational company, the study of international business has exploded in all directions... There is a crying need...for a conceptual framework that helps us relate the many seemingly disparate elements of international business into a comprehensive, meaningful whole. This is the task that Professor Fayerweather has set for himself in this book. Focusing on the unique role of the multinational company as an international transmitter of resources...and as a change agent, he explores the complementary and conflict relations between host societies and international business. From this analysis, Professor Fayerweather then draws out the implications for global business strategy, organization, and administration." Editor's Foreword

272. INTERNATIONAL HANDBOOK OF MANAGEMENT. K. E. Ettinger, ed.  
McGraw 1965 671p refs (HD31/E85)

"This Handbook was conceived for the purpose of helping managers in international and development activities to ask the right questions. The separate articles are not meant to suggest patterns of management, but rather to acquaint the reader with the great variety of problems encountered in worldwide operations. It is hoped that they will contribute to a needed systemization of thought in the planning and performance of business activities." Foreword

273. INTERPRETATION OF SPECIFICATIONS IN CONTRACTS. George  
Washington University. 1962 35p refs (HD3858/G349i)

"This monograph contains edited versions of three talks given as a part of one half-day session of the Ninth Annual Institute on Government Contracts at the George Washington University... The interest of the audience was a good indication of the number of problems that exist in the area of specification interpretation and the difficulties that industry and Government people are having in working out these problems on a day-to-day basis. The material in the talks that were given isolates some of the basic problems in this area and will serve as a starting point in the consideration of the legal criteria applicable to Government specifications which are included in contracts." Introduction

274. INTRODUCTION TO BUSINESS. P. G. Hastings. McGraw 1968 409p  
refs (HD31/H358)

"Introduction to Business is intended to provide a broad but firm foundation in business, a foundation on which more advanced business courses can build. It is written nontechnically and in a stimulating style, and draws on actual examples from the business world." Preface

275. AN INTRODUCTION TO DECISION LOGIC TABLES. H. McDaniel. Wiley 1968 96p refs (HD38/M134)

"This book makes no pretense of being a definitive work. It is what its name indicates -- an introduction. As such it is hoped that it will fill a void that has long existed in the literature available on decision logic tables." Preface

276. AN INTRODUCTION TO ECONOMIC THINKING. R. H. Leftwich. Holt 1969 686p refs (HB171.5/L495)

No abstract.

277. INTRODUCTION TO INDUSTRIAL CLINICAL PSYCHOLOGY. J. B. Miner. McGraw 1966 274p refs (HF5549/M664).

This book is an abridgement of the Management of Ineffective Performance, and includes a new preface by the author.

"This edition is intended primarily for use as a textbook in courses in industrial psychology, organizational behavior, personnel administration and management." Preface

278. INTRODUCTION TO INDUSTRIAL MANAGEMENT; TEXT, CASES, AND PROBLEMS. F. E. Folts. 5th ed McGraw 1963 672p (T58/F671)

No abstract.

279. AN INTRODUCTION TO MACROECONOMIC MODELS. K. Kogiku. McGraw 1968 235p refs (HB74.M3/K78)

"This volume presents macroeconomic models of income determination and economic growth. The exposition of each basic model points out the following aspects: Assumptions regarding the goods, money, labor, and capital stock markets; which variables are determined within the model, and which ones assumed given; whether all the variables are determined simultaneously by the entire system, or whether some variables are determined within subsystems; the model's properties, both static and dynamic; and the implications for economic policy. By giving a uniform treatment to each model, the present volume compares and integrates various contemporary macroeconomic models. This volume is primarily theoretical; references on empirical aspects are given throughout the book." Preface

280. INTRODUCTION TO MARKETING MANAGEMENT; TEXT AND CASES. S. H. Rewoldt, J. D. Scott, and M. R. Warshaw. Irwin 1969 718p refs (HF5415.13/R454)

No abstract.

281. AN INTRODUCTION TO MATHEMATICS FOR BUSINESS ANALYSIS. R. C. Meier and S. H. Archer. McGraw 1960 283p (HF5691/M511)

"The approach used in this book is not intended to replace the formal and rigorous method of most courses and books in mathematics and statistics. Rather, it is intended to make available a nonrigorous and essentially intuitive discussion of some concepts in mathematics and statistics which could not be obtained elsewhere in the same amount of time." Preface

282. INTRODUCTION TO OPERATIONS RESEARCH. F. S. Hillier and J. J. Lieberman. Holden 1967 635p (Q175/H633)

"This book has been designed especially to serve as a textbook for an introductory course or sequence of courses on operations research." Preface

283. INTRODUCTION TO OPERATIONS RESEARCH. A. Kaufmann and R. Faure. Academic 1968 300p refs (HD20.5/K21)

"Introduction to Operations Research" is primarily intended for decision-makers

in the fields of industrial economics and management. It was conceived and written with the aim of interesting such men in the recent developments in applied mathematics which can assist them in their work...we have explained the principal methods and analytical procedure for setting up equations or constructing models for solving the problems." Preface to the French Edition

284. AN INTRODUCTION TO OPERATIONS RESEARCH. P. Rivett. Basic Books 1968 206p refs (HD20.5/R924)

"The purpose of this book is to outline in non-technical terms the way in which natural scientists study the consequences of decisions in complex situations not only in business, commerce, and government, but also in the military field." Author

285. INTRODUCTION TO PRICE THEORY. M. Gisser. 2d ed International Textbook 1969 413p refs (HB221/G535)

No abstract.

286. AN INTRODUCTION TO QUANTITATIVE BUSINESS ANALYSIS. I. Horowitz. McGraw 1965 270p refs (HD31/H816)

This is an introductory text to the quantitative approach to decision making.

287. INTRODUCTION TO QUANTITATIVE MANAGEMENT. G. J. Brabb. Holt 1968 576p (HD20.5/B795)

"This introduction to the field of quantitative management is unique on its presentation of traditional statistical inference models, Bayesian statistical models, and operations research models as parts of a general method of guiding business decisions." Publisher

288. INTRODUCTION TO STATISTICAL ANALYSIS. W. J. Dixon and F. J. Massey, Jr. 3d ed McGraw 1969 638p refs (HA29/D621)

"This textbook is written for a basic course in statistics to be taken by students from all fields in which statistics find application. We have attempted to present the fundamental concepts of the subject in a manner which will show the student how general is the application of the statistical method." Preface

289. INTRODUCTION TO STATISTICS FOR BUSINESS DECISIONS. R. Schlaifer. McGraw 1961 382p (HD38/S338)

"The primary objective of this book is twofold: first, to set forth as simply as possible the basic principles of the classical decision theory of Neyman and Pearson; second, to show, again as simply as possible, how this classical theory is completed rather than contradicted by more recent developments based on the concepts of utility and personal probability." Preface

290. INTRODUCTION TO THE THEORY OF STATISTICS. A. M. Mood and F. A. Graybill. 2d ed McGraw 1963 443p refs (HA29/M817)

"This book is concerned with the theory rather than the applications of statistics. In the course of the development, many tools will be derived and discussed; a secondary purpose of the book is to make clear the conditions under which certain of the important statistical tools may be employed." Author

291. INVENTION, GROWTH, AND WELFARE; A THEORETICAL TREATMENT OF TECHNOLOGICAL CHANGE. W. D. Nordhaus. M.I.T. Press 1969 168p refs (HD45/N832)

"The present work is offered as an attempt to explore some of the problems raised by the economics of technology... The book is divided into two general subjects. Part I considers the problem of invention in the firm, with special attention to the microeconomic problems that technological change raises for economic analysis... Part II of this study turns to problems of invention in an economywide or general equilibrium framework, with special emphasis on technological change in the process of economic growth." Preface

292. J. K. LASSER'S BUSINESS MANAGEMENT HANDBOOK. B. Greisman, ed. 3d ed rev McGraw 1968 770p (HF5351/G824)

"This Handbook stems from J. K. Lasser's lifelong interest in serving the businessman. He developed this book with the objective of providing the businessman with a source of advice in areas that require a particular expertise, and the Institute has continued to follow his objectives." Preface to the Third Edition

293. JUDGMENT IN ADMINISTRATION. R. E. Brown. McGraw 1966 225p (JF1351/B879)

"The book was written to be read by anyone who is interested in developing and improving his understanding of administration and his ability to practice it. It is the conviction of the author that there is an art of administration and that it is learnable." Preface

294. KEEPING FIT IN YOUR EXECUTIVE JOB. H. J. Johnson. American Management Association 1962 128p (RA567/J67)

No abstract.

295. THE KNOX STANDARD GUIDE TO DESIGN AND CONTROL OF BUSINESS FORMS. F. M. Knox 1965 255p (HF5371/K74)

No abstract.

296. LABOR MOBILITY AND ECONOMIC OPPORTUNITY; ESSAYS. E. W. Bakke, et al. M.I.T. Press 1954 118p (HD5724/L123)

"This volume is a co-operative venture to make generally available the results of intensive research and thought over many years at half a dozen leading university research centers. The conceptual and statistical analysis of the major general attributes of labor mobility by Philip M. Hauser, based upon his work at the University of Chicago and earlier in the U. S. Bureau of the Census, provides an effective background for the interpretation of the subsequent essays." Preface

297. THE LABOR POLICY OF THE FREE SOCIETY. S. Petro. Ronald Press 1957 339p (HD8072/P497)

"I have two objectives in offering this book to the public. I wish to define the essential features of the free society, and to advance certain proposals in the field of labor relations. These two objectives have...many things in common, not the least of which is their common relevance to those prominent current problems which set our era apart in history." Preface

298. LABOR PRODUCTIVITY; CONFERENCE HELD AT CADENABBIA, ITALY, 1961. J. T. Dunlop and V. P. Diatchenko, eds. McGraw 1964 409p refs (HD57/D922)

This volume contains the papers presented at the Conference on Labor Productivity, held at Cadenabbia, Italy in 1961. Forty economists, representing Western and Eastern countries, attended the conference.

299. LABOR RELATIONS POLICY. F. S. Brandt. Bureau of Business Research, University of Texas 1968 155p refs (HD6961/B821)

"This book has several objectives, but, basically, it attempts to provide some useful insights into the need for, and the development of, a labor relations policy for management." Introduction to Chapter I

300. LABOR RELATIONS YEARBOOK, 1968. Bureau of National Affairs 1969 582p (Ref HD8059/L123)

"This fourth volume of the Labor Relations Yearbook provides a record of labor-management relations during this momentous year. The content and organization follow patterns set in the first three volumes of the series." Foreword

301. LARGE SCALE PROVISIONING SYSTEMS; THE PROCEEDINGS OF A CONFERENCE UNDER THE AEGIS OF THE NATO SCIENTIFIC AFFAIRS COMMITTEE, ATHENS, 4-8 SEPTEMBER 1967. J. Ferrier, ed. American Elsevier 1968 530p refs (HD20/F391)

"This book constitutes the Proceedings of an international conference held in Athens from 4th to 8th September 1967 on the initiative, and under the auspices, of the NATO Scientific Affairs Committee. The theme chosen was 'The Applications of Operational Research to Large Scale Provisioning Systems'." Foreword

This text is in English or French.

302. LEADERSHIP AND ORGANIZATION; A BEHAVIORAL SCIENCE APPROACH. R. Tannenbaum, I. R. Weschler and F. Massarik. McGraw 1961 456p refs (HM141/T166)

"This book represents a selected collection of the writings, from 1950 to 1960,

of members of the Human Relations Research Group (HRRG), Institute of Industrial Relations and Graduate School of Business Administration, University of California, Los Angeles. The writings are followed by independent comments and appraisal from different viewpoints, prepared by distinguished experts in management theory, group psychotherapy and psychology, and sociology." Preface

303. LEADERSHIP AND MOTIVATION; ESSAYS OF DOUGLAS MCGREGOR. W. G. Bennis and E. H. Schein, eds. M.I.T. Press 1966 286p refs (HF5549/M147a)

This book of essays presents Douglas McGregor's philosophy on management, leadership, industrial relations, and the human sciences.

304. LEADERSHIP CHANGE AND WORK-GROUP DYNAMICS; AN EXPERIMENT. N. A. Rosen. Cornell University Press 1969 261p refs (HF5549/R813)

"This book contains an account of an extensive longitudinal research project conducted in a furniture factory over a span of more than four years. The study, involving an important organizational change in an entire department, was conducted during normal operations on the factory floor with minimal researcher intervention.

The objective of this research was to ascertain whether formal work-group leaders -- the foremen -- have a causal impact on the productivity of their work groups under highly structured technological conditions. This nagging question has remained unanswered for years despite the proliferation of correlational attitude research evidence suggesting such an impact." Preface

305. LEGAL FOUNDATIONS OF CAPITALISM. J. R. Commons. University of Wisconsin Press 1957 394p refs (HB501/C734)

"The aim of this volume is to work out an evolutionary and behavioristic, or rather volitional, theory of value... This work is essentially theoretical, dealing only with concepts derived from the decisions of the English and American courts, but with an eye on the concepts of leading economists from the Physiocrats to modern times." Preface



306. LINEAR PROGRAMMING AND CASH MANAGEMENT/CASH ALPHA. R. F. Calman. M.I.T. Press 1968 154p (HF5550/C164)

"This book describes how I feel a major company should evaluate its banking relationships, individually and as a system, and then suggests how it can utilize linear programming to aid in making optimum decisions on the placements of discretionary banking business, based on short-run (monthly) forecasts of activity, and also to test possible structural changes of the system." Preface

307. LINEAR PROGRAMMING IN INDUSTRY: THEORY AND APPLICATIONS; AN INTRODUCTION. S. Dano. 3d rev ed Springer 1965 120p refs (HF5695/D188)

"The present volume is intended to serve a twofold purpose. First, it provides a university text of Linear Programming for students of economics or operations research interested in the theory of production and cost and its practical applications; secondly, it is the author's hope that engineers, business executives, managers, and others responsible for the organization and planning of industrial operations may find the book useful as an introduction to Linear Programming methods and techniques." Preface

308. LOCATIONAL ANALYSIS FOR MANUFACTURING; A SELECTION OF READINGS. G. J. Karaska, comp. M.I.T. Press 1969 515p refs (HD58/K18)

"Without question, Locational Analysis for Manufacturing will prove to be a valuable work for many generally interested in the problems of industrial location. It should provide basic background materials for those concerned with industrial development and the identification of types of industries which might be developed in their own regions." Foreword

309. LONG-RANGE PLANNING PRACTICES IN 45 INDUSTRIAL COMPANIES. H. W. Henry. Prentice 1967 162p refs (HD70.U5/H522)

"In this book, I have reviewed and analyzed to varying degrees the long-range planning systems in 45 corporations, including some of the largest and most successful business firms in the United States. Most of these companies are among those who formalized their planning activities in the last few years. Therefore, the focus of the book is on 'formal' long-range corporate planning practices. Primary emphasis is given to the organization and the administrative procedures for planning in industrial companies." Author

310. MACROECONOMIC THEORY. G. Ackley. Macmillan 1961 597p refs (HB171.5/A182)

"This book is the product of some fourteen years of teaching a semester course -- 'The National Income' at the University of Michigan." Preface.

311. MACROECONOMIC THEORY AND STABILIZATION POLICY. J. M. Culbertson. McGraw 1968 549p refs (HB171/C962)

"This book provides a systematic interpretation of macroeconomic theory and stabilization policy based upon a working macrodynamic theory. Because of its tractability the static Keynesian theory has continued to be the basic framework for thought in this area after, perhaps, the evidence provided by history and the progress in theoretical tools have called for a new approach." Preface

312. MACROECONOMICS; THE MEASUREMENT, ANALYSIS, AND CONTROL OF AGGREGATE ECONOMIC ACTIVITY. T. F. Dernburg and D. M. McDougall. 3d ed McGraw 1968 438p refs (HB601/D436)

No abstract.

313. MAJOR LABOR-LAW PRINCIPLES ESTABLISHED BY THE NLRB AND THE COURTS, (DECEMBER 1963-FEBRUARY 1968). Bureau of National Affairs. 1968 78p (HD7809/B952)

This publication lists major labor law cases ruled on by the National Labor Relations Board and the Courts. Antitrust law, arbitration enforcement, Railway Labor Act, Taft-Hartley Act representation and unfair labor practice cases are included.

314. MAKING MANAGEMENT DECISIONS. W. Emory and P. Niland. Houghton 1968 306p refs (HD69.D4/E54)

"The first part of Making Management Decisions develops a general approach -- a model, ... for making business decisions. The second part presents basic mathematical techniques useful in business decisions -- useful, for the most part, in the analysis stage. The second part also includes an explanation (without proofs) of each technique and the problems often encountered in using it. The third part of the book, the final chapter, summarizes the preceding materials, generalizes on the use of quantitative techniques, and relates decision making to the tasks of implementing and controlling decisions." Preface

315. MAKING MANAGEMENT HUMAN. A. J. Marrow. McGraw 1957 241p  
(BF56/M361)

"This book is a practical one. Being practical means creating a work climate that satisfies those needs of the worker which wages and hours do not and cannot, and without which he will not work at his best." Preface

316. MAKING WORK HUMAN. G. U. Cleeton. Antioch 1949 326p refs  
(HD4904/C624)

"The purpose of this book is to present a philosophy and psychology of work, which, if applied, will justify the title of the book by making work human. The book was written for representatives of management who are responsible for the work of others, and for those workers who are interested in the problem of work adjustment." Preface

317. MAN-IN-ORGANIZATION; ESSAYS. F. J. Roethlisberger. Belknap  
1968 322p (HD31/R719)

"This volume consists of essays I have written over a span of forty years, from 1928 to 1968. They have been addressed mostly to business practitioners, but also in some cases to social scientists." Foreword

318. MANAGEMENT: A BEHAVIORAL APPROACH. E. B. Flippo. Allyn  
and Bacon 1966 511p refs (HD31/F626)

"The objective of this book is to attempt an integration of the traditional and behavioral approaches to management... It is the contention of the author that these two approaches to management should be integrated in theory as they must be in practice. To achieve this, we begin with the process approach emphasizing the sequence of management functions -- planning, organizing, directing, and controlling. These formal concepts constitute the basis for establishing the structures, frameworks, procedures, and policies of the traditional manager. Coupled with our discussion of each of these functions is a treatment of the objections and contributions of sociologists, psychologists, anthropologists, and other behaviorists." Preface

319. MANAGEMENT: A DECISION-MAKING APPROACH. S. Young, comp. Dickenson 1968 146p refs (HD69.D4/Y76)

This volume consists of journal articles and other selected readings dealing with decision making. It "attempts to analyze managerial decision making from an interdisciplinary point of view."

320. MANAGEMENT: A SYSTEMS ANALYSIS. S. Young. Scott, Foresman 1966 436p refs (HD31/Y76)

"The first objective of this study is to show how top management can meaningfully administer the decision making function and, more specifically, how it can design, install, direct, maintain, and control a total, integrated management system." Author

321. MANAGEMENT ACTION; MODELS OF ADMINISTRATIVE DECISIONS. C. E. Weber and G. Peters. International Textbook 1969 324p refs (HD31/W373)

"A purpose of this book is to illuminate the transition in management education. It focuses on model building but brings together empirically based studies in several institutional settings... The models concern management action in the field rather than in the laboratory or through speculation." Preface

322. MANAGEMENT: ANALYSIS, CONCEPTS AND CASES. W. W. Haynes and J. L. Massie. 2d ed Prentice 1969 820p refs (HD31/H424)

"This book is an introduction to management. Its main aim is to relate traditional treatments of management and modern quantitative and behavioral research. It places a greater than usual stress on theory, without neglecting the skills required to relate the theory to practice. It focuses attention on new research developments, without abandonment of the knowledge that has been built up in the past." Preface

323. MANAGEMENT AND ITS PEOPLE; THE EVOLUTION OF A RELATIONSHIP. E. Marting and D. MacDonald, eds. American Management Association 1965 384p (HF5549/P467)

This book consists of a collection of articles that have appeared in Personnel Magazine.

"The articles reprinted here have been chosen to show how management's thinking and practice have progressed from the lingering paternalism of the twenties, through the confused antagonism of the thirties and the uneasy truce of the forties, to the human relations furor of the fifties and the new emphasis of the sixties on actual results in terms of goals set and met."  
Introduction

324. MANAGEMENT AND MACHIAVELLI; AN INQUIRY INTO THE POLITICS OF CORPORATE LIFE. A. Jay. Holt 1967 244p refs (HD31/J42)

In this book, the author tries to look at management in a new way: "not through the eyes of the accountant and systems analyst and economist and mathematician, but through those of the historian and political scientist."

325. MANAGEMENT AND ORGANIZATION. L. A. Allen. McGraw 1958 353p refs (HD31/A427)

"The concepts presented in this book are based on firsthand study and investigation of 230 leading companies. They are the result of analysis and interpretation of key factors in the growth and development of these companies and the methods of management and organization that enabled them to assume a commanding position in business today. Many small businesses, as well as large, are included, and most of the large companies have been studied from their first early growth stages, when they also were small." Preface

326. MANAGEMENT AND ORGANIZATIONAL BEHAVIOR THEORIES: AN INTERDISCIPLINARY APPROACH. W. T. Greenwood. South-Western 1965 890p refs (HD30/G816)

No abstract.

327. MANAGEMENT AND THE BEHAVIORAL SCIENCES; TEXT AND READINGS. M. S. Wadia, comp. Allyn 1968 543p refs (HD38/W122)

"The objective of this book is to synthesize the knowledge from the behavioral sciences as applied to management and to analyze the major areas in which the behavioral sciences have made, and will continue to make, major contributions. This objective is achieved mainly by organizing this knowledge around a conceptual scheme that enables the reader to understand and explore the field."  
Preface

328. MANAGEMENT AND THE COMPUTER IN INFORMATION AND CONTROL SYSTEMS. B. Hodge and R. N. Hodgson. McGraw 1969 297p refs (HF5548.2/H688)

"It is because of the increasing trend toward MICS, the greater involvement of managers in data processing, and the communications problem that exists between the manager and the computer expert that this book has been written. We intend to satisfy some of the needs of the manager. The goal is to enlighten him in the behavior of information and decision-making integrating operational activity, economics, and present-day technology (hardware, programming systems, and mathematical tools and techniques). What the book provides is a framework that a manager can use to analyze his own problem area, and then relate this analysis to a computer-oriented frame of reference." Preface

329. MANAGEMENT AND THE WORKER; AN ACCOUNT OF A RESEARCH PROGRAM CONDUCTED BY THE WESTERN ELECTRIC COMPANY, HAWTHORNE WORKS, CHICAGO. F. J. Roethlisberger and W. J. Dickson. Harvard University Press 1966 615p (HD8072/R719)

"The work described in this volume grew out of our experience in other investigations which revealed a considerable deficiency in our knowledge of the intangible factors in the work situation that affect the morale and productive efficiency of shopworkers. These previous studies had indicated that the human reactions of people engaged in productive work have a much more important effect on their morale and efficiency than had previously been realized. The investigations reported in this book were undertaken in the hope that the light which they would throw on this little-understood subject would be of real value in improving our methods of dealing with employees." Foreword

330. MANAGEMENT BY EXCEPTION; SYSTEMATIZING AND SIMPLIFYING THE MANAGERIAL JOB. L. R. Bittel. McGraw 1964 320p refs (HD31/B624)

"In the pages that follow, the author gives a full explanation of management by exception as a systematic way to better results. He first develops the concept, then explains the system on which the concept is based, and finally shows how management by exception can be applied to the major activity areas of a business." Foreword

331. MANAGEMENT BY MOTIVATION. S. W. Gellerman. American Management Association 1968 286p refs (HD38/G318)

"Indeed, it is one of the principal arguments of this book that the application of behavioral science knowledge to organizations can usually be accomplished best through wiser and more imaginative administration, and only secondarily through using the sophisticated techniques of behavioral research and development. If this book succeeds in showing opportunities for affecting motivation administratively and for working knowledgeably with the professional practitioners of behavioral science, it will have amply fulfilled its purpose." Preface

332. MANAGEMENT BY OBJECTIVES. D. E. Olsson. Pacific Books 1968 112p refs (HD31/052)

"The general purpose of this book is to identify the management-by-objective approach and to explain it through a running example of one specific application. The material will also provide a basis for continuing manager development. The system, properly applied, will be gratifying to its practitioners and of benefit to any organization." Preface

333. MANAGEMENT BY PARTICIPATION; CREATING A CLIMATE FOR PERSONAL AND ORGANIZATIONAL DEVELOPMENT. A. J. Marrow, D. G. Bowers, and S. E. Seashore. Harper 1967 264p (HD31/M361)

"This volume reports an extraordinarily successful improvement of a failing organization through the introduction of a new management system. An unprofitable enterprise was made profitable, and a better place to work, in the short span of two years. Many managers and students of management will want to know how this was done." Foreword

334. MANAGEMENT BY RESULTS; THE DYNAMICS OF PROFITABLE MANAGEMENT. E. C. Schleh. McGraw 1961 266p (HD31/S339)

"...this book attempts to present a complete and cohesive philosophy of management that could be applied to any type of enterprise at any level. Each of the principles presented is an integral part of the total philosophy and together they will...provide a comprehensive approach to the solving of almost any management problem. Some principles are, of course, adapted from presentations of other management thinkers. All, however, are presented as parts of a way of thinking that we call 'results' management -- a way of thinking that develops men to a greater accomplishment toward the long-range objectives of the enterprise." Preface

335. MANAGEMENT COMMUNICATION ON CONTROVERSIAL ISSUES. C. J. Dover. Bureau of National Affairs 1965 310p (HF5549.5.C6/D743)

"The purpose of this book...is to make a modest contribution to the management profession in an area of management skill -- communication -- where the management art is still the least proficient, the most immature." Introduction

336. MANAGEMENT: CONCEPTS AND PRACTICE. F. R. Brown, ed. Industrial College of the Armed Forces 1968 274p (HD31/B877)

"This volume has been prepared to provide the student with an introductory foundation in the field of management. The present edition is an enlargement and updating of the 1963 publication by the same title and seeks to provide an improved reflection of contemporary developments in management. Besides the more conventional topics usually included in a survey of the field, this text covers such areas of recent interest as Federal administration, behavioral science in management, quantitative methods in decision-making, computer applications, information in management systems, and short-and long-range planning." Foreword

337. MANAGEMENT CONTROLS FOR PROFESSIONAL FIRMS. R. L. Jones and H. G. Trentin. American Management Association 1968 207p (HD38/J78)

"This book has been prepared to help the professional man in private practice achieve a more effective and profitable operation. We are convinced that this can be done by the introduction of relatively simple managerial planning and control concepts and techniques, without sacrificing professional excellence." Foreword

338. MANAGEMENT CONTROLS: NEW DIRECTIONS IN BASIC RESEARCH. C. P. Bonini, ed. McGraw 1964 341p refs (HD31/B715)

This book covers the papers given at the Seminar on Basic Research in Management Controls, held at the Graduate School of Business, Stanford University in 1963. Economic theory, simulation, budgetary process, and behavioral science are some of the subjects discussed.



339. MANAGEMENT DECISION MAKING. M. D. Richards and P. S. Greenlaw. Irwin 1966 564p refs (HD38/R517)

No abstract.

340. MANAGEMENT DECISION MAKING UNDER UNCERTAINTY; AND INTRODUCTION TO PROBABILITY AND STATISTICAL DECISION THEORY. T. R. Dyckman, S. Smidt, and A. K. McAdams. Macmillan 1969 662p refs (HD69.D4/D994)

"The authors have several objectives for this work. The first, and the main, purpose of this book is to provide the reader with an understanding of the important ideas in probability and statistical decision theory, and to illustrate their relevance in, admittedly simplified, managerial applications. Second, a conscientious reader can also become familiar enough with probabilistic and statistical reasoning to follow such developments in his field as they are published in books and professional journals. Third, the reader should be in a better position to recognize probabilistic and statistical elements in problem situations encountered... Finally, for those readers desiring to achieve a higher order of technical skill in the application of probabilistic and statistical reasoning, this book may provide foundation for further study." Preface

341. MANAGEMENT DECISION SIMULATION; A NON-COMPUTER BUSINESS GAME. V. Stanley. McGraw 1960 56p (HD20/V222)

"This Game provides industrial administrators and aspirants to the top-level decision-making group with a very practical means to simulate the procedures and to study the underlying concepts pertinent to upper-echelon industrial administration. Without recourse to simulation virtually none of the game players could, at this point, benefit from exposure to the top-level decision-making sequence. Simulation, despite certain limitations, provides a most interesting and useful means through which lower-level administrators can get better acquainted with the process of top-level decision making." Summary

342. MANAGEMENT DECISIONS BY OBJECTIVES. G. S. Odiorne. Prentice 1969 252p (HD69.d4/O24)

No abstract.

343. MANAGEMENT DEVELOPMENT COURSE. J. M. Black et al.. Parker 1968  
1v (HF5500/B627m)

"The Course consists of ten sequential sections, each broken down into a number of lessons. It will, if properly studied, instill in you the personal qualities, and the practical skills, essential for the aggressive pursuit of recognition and achievement in business." Authors

344. MANAGEMENT EDUCATION IN FIVE EUROPEAN COUNTRIES. T. M. Mosson. Business Publications 1965 234p refs (HD20/M914)

Management education in Belgium, France, Italy, Spain, and England is described in this book. The most important international management schools in Europe are also depicted.

345. MANAGEMENT EVOLUTION. L. A. Appley. American Management Association 1963 304p (HD31/A652m)

"This book carries Mr. Appley's good work to further heights. Anyone desirous of improving his performance as a manager in these difficult times will profit by a careful study of its contents. It will fortify his courage... The manager who is in fact a competent administrator recognizes that technical know-how, regardless of how well developed it may be, is in itself insufficient. Knowledge of people and what makes them tick must be merged with it. Getting things done through people -- and done properly -- is the real test. Human hearts, souls, and minds must be won by the modern employer. As valuable as these are, they cannot be bought. The loyalty of the company's workforce is something that management must earn. These are just a few of the basic truths to be gleaned from a reading of the pages which follow." Foreword

346. MANAGEMENT FOR TECHNOLOGISTS. A. E. Mills and J. P. Edwards. Business Books 1968 272p refs (HD69.T4/M657)

The authors believe that the only effective way of training people for managerial responsibilities is to examine real-life situations. Therefore, after introducing the technologist and the setting in Part I, they devote Part II to case studies, in which personal problems of technologists, managers, etc., are described. In Part III, the approach to job, supervision and management is described. Part IV deals with the technologist's role in the community.

347. MANAGEMENT FUNCTION: A POSITIVE APPROACH TO LABOR RELATIONS. L. A. Keller. Bureau of National Affairs 1963 289p (HD38/K29)

"This book attempts to construct an affirmative approach to union relations for management. It is believed that most of the principles in the book are applicable to manufacturing generally, although many of the illustrations are drawn from the automobile industry... Many of the observations apply also...to non-manufacturing industries such as transportation and retail trade." Foreword

348. MANAGEMENT IN CIVIL ENGINEERING. E. A. Parsons, D. M. O'Herlihy, and R. H. Rowe. Spon 1965 150p (TA190/P267)

"The methods of control adopted in the three broad aspects of civil engineering -- consulting, contracting and public-authority engineering -- are covered in this book in sufficient detail to allow the young engineer to understand the operations with which he must become acquainted, and even familiar, before he can hope to progress to those fields of civil engineering where management of men and circumstances take precedence over technicalities of design or construction." Editor's Preface

349. MANAGEMENT INFLUENCE ON THE DESIGN OF DATA PROCESSING SYSTEMS; A CASE STUDY. E. L. Wallace. Graduate School of Business Administration, Harvard University 1961 259p (HF5548/W188)

"Although there are some published descriptions of investigations of data processing systems, the present study differs from most of the others in three important respects: (1) it was prepared by a neutral outside observer who was an employee neither of the company, the equipment manufacturer, nor the consulting firm involved; (2) the study contains not only a description of the problem the company faced and the ways in which it was solved, but it also analyzes the company's actions and contrasts them with possible alternative solutions; (3) the description is much more thorough than that in any other study of which we know." Foreword

350. MANAGEMENT INFORMATION SYSTEMS; A FRAMEWORK FOR PLANNING AND DEVELOPMENT. S. Blumenthal. Prentice 1969 219p refs (T58.6/B658)

"This book...starts with an overview -- a theoretical foundation -- ...and then attempts to bridge the gap between theory and practice by detailing

the specific technical and organizational steps which must be taken to synthesize a comprehensive, integrated systems plan for the corporate enterprise, in its parts and as a whole... The book is addressed equally to the systems professional, the advanced student of business, and the manager with important responsibilities for the successful employment of computer technology in his organization." Preface

351. MANAGEMENT: ITS NATURE AND SIGNIFICANCE. E. F. L. Brech. 4th ed Pitman 1967 238p (HD31/B829)

"In no sense of the term is this a textbook; it is an essay, or a small collection of interrelated essays, designed particularly for the men and women who are coming face to face with management for the first time; especially for those many already well advanced in professional careers through other disciplines." Preface

352. MANAGEMENT-MINDED SUPERVISION. B. B. Boyd. McGraw 1968 301p refs (HF5549/B789)

"This book is written for the supervisor, and hopefully it sets forth his responsibilities, his problems, his challenges, and his opportunities in a realistic, honest management perspective... The book is built around three major needs of the supervisor -- management-mindedness, leadership, and job knowledge." Preface

353. MANAGEMENT MODELS AND INDUSTRIAL APPLICATIONS OF LINEAR PROGRAMMING. A. Charnes and W. W. Cooper. Wiley 1961 2v refs (HD38/C483)

"This preface introduces a book whose salient points may be summarized as follows: (1) it is directed mainly to persons who are interested in managerial applications of linear programming; (2) it is designed to serve as a textbook as well as a reference; (3) the results incorporated herein are based on research which we conducted on a sustained basis, in the context of actual managerial problems, for nearly a decade." Preface

354. MANAGEMENT OF AUTOMATIC DATA PROCESSING SYSTEMS. M. M. Wofsey. Thompson 1968 213p refs (HD69/W844)

"This is not a handbook for the technical supervisor in data processing. Instead, it is intended for senior managers of companies, including the manager of data processing. A glance at the chapter titles makes this clear: Objectives of Data Processing, Organization, Selection of Personnel, Systems Design, External Relationships, Training, Costs, Review of Evaluation, and Outlook. Wofsey has culled through virtually everything available on these subjects and has distilled that which he considers worthwhile. To this he has added some provocative ideas." Foreword

355. MANAGEMENT OF CAPITAL EXPENDITURES. R. G. Murdick and D. D. Deming. McGraw 1968 297p refs (HG4028.C4/M974)

"This book was written to present a practical guide, step-by-step, to management concerned with developing and conserving the long-term productive assets of the company. Its focus is on company planning, of which capital investment is a part, not on capital investment as an isolated problem detached from the basic product objectives of the business." Introduction

356. MANAGEMENT OF COMPUTER PROGRAMMING PROJECTS. C. P. Lecht. American Management Association 1967 224p (HD38/L459)

"This book presents a series of chapters the subject matter of which should be of vital interest to personnel at all levels who are directly or indirectly involved in requesting, planning, and producing computer program products. It presents guidance, techniques, procedures, standards, and other general information, all relevant to planning for, controlling, and enacting computer program development projects." Introduction

357. MANAGEMENT OF HUMAN RESOURCES: CONCEPTS FOR DEVELOPING NATIONS. H. R. Knudson, Jr. and D. P. Gustafson, comps. Addison 1967 425p refs (HD31/K74)

This book consists of a collection of articles on the management of human resources.

"The book has no single viewpoint as there is no single universally adopted

way of thinking about the management of human resources. Rather, the concepts in the book provide a very broad perspective, setting forth some ideas about each of the major approaches. In some ways, it is a book of extremes, ranging from the pioneering articles in the field such as that written by Fritz Roethlisberger in the early 1940's, to the most recent articles from the most sophisticated professional journals." Preface

358. MANAGEMENT OF HUMAN RESOURCES; READINGS IN PERSONNEL ADMINISTRATION. P. Pigors, C. A. Myers, and F. T. Malm, eds. McGraw 1964 409p refs (HF5549/P633m)

"As some readers will recognize, this book traces its origin to the second edition of Readings in Personnel Administration, published by McGraw-Hill in 1959. Some of the selections which appear in our earlier volume also appear in this one. As the careful reader will note, however, this book is much wider in scope and contains roughly one-third more material. Its emphasis has also been changed. We have included more material from the behavioral sciences and selections dealing with the changing work situation facing management." Preface

359. MANAGEMENT OF INDUSTRIAL ENTERPRISES. R. N. Owens. 6th ed Irwin 1969 636p refs (HD31/097/1969)

"In this book, the student is first introduced to the development of study and research in management. The study of the first experiments in management is designed to show how the problems developed, what solutions were attempted, and the extent of the early successes. In this study, the student learns when the problems of management were first recognized, the nature of the problems, and the methods that were tried. This study should give him a better understanding of present-day management than he might otherwise gain." Preface to the Sixth Edition

360. MANAGEMENT OF INDUSTRIAL RESEARCH. E. D. Reeves. Reinhold 1967 207p (T175.5/R332)

"More than ever, as the technological orientation of all industry moves forward, corporate strength in technology will not be measured so much by its willingness to support a high level of research and development, as it will be by its ability to anticipate future problems and opportunities, and to react quickly and skillfully as these present themselves. This is a management problem of considerable complexity. It is the purpose of this book to outline what needs to be done, and to describe the management actions and techniques that are required to deal with the problem effectively." Preface

361. MANAGEMENT OF INTELLIGENCE; SCIENTIFIC PROBLEM SOLVING AND CREATIVITY. C. E. Gregory. McGraw 1967 230p refs (HD20.3/G822)

"This book brings together in practical fashion the basic principles, methods, and concepts of science and creativity to accomplish two objectives: (1) To provide an understanding of scientific problem solving (2) To provide a research-oriented approach to real problems as a classroom learning method. This book has been written for today's manager now in the field and tomorrow's businessman still in the classroom. It has been designed for courses in personnel management, administration, management research, management science, and problem solving. The book is likewise suitable for management development programs." Preface

362. MANAGEMENT OF ORGANIZATIONAL BEHAVIOR; UTILIZING HUMAN RESOURCES. P. Hersey and K. H. Blanchard. Prentice 1969 147p refs (HF5548.8/H572)

"The focus of this book is on behavior within organizations and not between organizations. Our belief is that an organization is a unique living organism whose basic component is the individual and this individual is our fundamental unit of study. Thus, our concentration is on the interaction of people, motivation, and leadership." Preface

363. MANAGEMENT OF PERSONNEL RELATIONS; HISTORY AND ORIGINS. C. C. Ling. Irwin 1965 554p refs (HF5549/L755)

"The purpose of this book is to present a comprehensive factual record of how the personnel relations function has grown to its present state in American business firms. Heretofore, no such record has existed. In spite of the development of personnel literature, both quantitatively and qualitatively over the past half-century, efforts to chronicle the history of the area have been few and scattered. It is hoped that this volume will help to fill the gap in the literature and, in addition, provide a growth framework which will enable students, practitioners, and future researchers to make sense of the happenings of the past." Preface

364. MANAGEMENT OF THE MISSILE SAFETY PROGRAM. W. L. Hindman, G. B. Potter, and D. H. Holladay. Air Science Associates of Southern California 1961 3v in 1 (UG630/H662)

This book is divided in three parts: Management Theory, Directing the Safety Team, and Safety Hazard Feedback. It intends "to explore the mainstreams of management theory, with particular emphasis on those tributaries that flow most directly into the areas of immediate applicability to missile safety".

365. MANAGEMENT OF TRAFFIC AND PHYSICAL DISTRIBUTION. C. A. Taff. 4th ed Irwin 1968 518p refs (HF5761/T124)

"The focus in this fourth edition is upon the managerial aspects of all of the components of physical distribution management. And the expanding role of the physical distribution manager in the business structure is thoroughly discussed. The application of simulation models and linear programming as aids in problem solving is demonstrated, and the numerous other analytical tools that facilitate management decision making are fully covered." Preface

366. MANAGEMENT POLICIES. M. V. Higginson. American Management Association 1966 2v refs (HD21/H637m)

These two volumes comprise the results of a study on management policy sponsored by the American Management Association. Volume I contains information about the policies and policy-making of the companies surveyed: how they are developed as corporate guides. Volume II contains two sections: statements about policy and statements of policy. All statements included in the book are drawn from the manuals of nineteen companies.

367. MANAGEMENT PRINCIPLES; A PRIMER FOR DIRECTORS AND POTENTIAL DIRECTORS. W. Puckey. Hutchinson 1962 187p (HD31/P977m)

"This is not intended to be a book on management in general, but on one of its important aspects, organization, which has not only lagged behind other management skills, but will become relatively far more important in the next decade." Introduction



368. MANAGEMENT PROBLEMS IN THE ACQUISITION OF SPECIAL AUTOMATIC EQUIPMENT. P. Niland. Graduate School of Business Administration, Harvard University 1961 336p refs (HD45/N695)

"This study deals with the first step in the automation process -- the acquisition of nonstandard, nonconventional automatic equipment." Foreword

369. MANAGEMENT PROBLEMS OF EXPANSION. F. Broadway. Business Publications 1966 220p refs (HD31/B863)

"This book is intended to help expansion-minded businessmen with these three processes of anticipating the problems of growth, of avoiding them, and of solving them when they occur. Its function is to give 'how to do it' guidance to the practising general or departmental manager, who bears the ulcer-provoking brunt of the problems of expansion, rather than to air theories of management -- though I believe the management specialists and teachers will find the general line of argument of this book of interest and value." Preface

370. MANAGEMENT PROFESSION. L. A. Allen. McGraw 1964 375p refs (HD31/A427m)

"The purpose of this book is to present a fully validated statement of the concepts and principles of modern, professional management. Taking as its purview the entire field of knowledge concerning leadership and management, it attempts first to evaluate and preserve the best of what is already known and used successfully in practice. With this it reconciles and integrates the varying and often conflicting viewpoints and theories that have developed in the behavioral sciences, decision theory, automation, and the use of the computer and related areas." Preface

371. MANAGEMENT PROGRAM PLANNING AND CONTROL WITH PERT, MOST, AND LOB. A. L. Iannone. Prentice 1967 202p refs (HD69/I11)

"The purpose of the PERT/MOST/LOB book is to present the three management techniques in a manner that is concise, up-to-date, interesting, and well within the grasp of the average manager. With this end in view, the author has employed various techniques which should be of material assistance to the reader in mastering the fundamentals of the subject." Author

372. MANAGEMENT ROLE FOR QUALITY CONTROL. J. T. Hagan. American Management Association 1968 248p (TS156.Q3/H141)

"The intent of this book is to define a proper, profit-oriented role for the quality control function in its attempts to avoid or eliminate industry's serious quality problems. As such, the book deals primarily with fundamental, company-oriented objectives for each quality control task and with the obstacles that are generally encountered in working toward those objectives. It is not intended to be a manual of specific techniques. More than adequate material is already available on new approaches to almost every conceivable quality control problem. What has been lacking in most of the literature, however, is information on ways to obtain management understanding and support for the necessary efforts. That is the purpose here." Preface

373. MANAGEMENT SCIENCE; A BAYESIAN INTRODUCTION. W. T. Morris. Prentice 1968 226p (HD31/M877m)

"This book has two objectives: first, to present a balanced view of management science as a discipline and as a profession, and, secondly, to examine the possibilities for using Bayesian logic as an integrating structure to illuminate a fundamental unity among some of the diverse ideas in management science. The book suggests that bringing science to the support of management involves analysis and experiment, deduction and inference, modeling existing systems and designing new ones." Preface

374. MANAGEMENT SCIENCE; THE BUSINESS USE OF OPERATIONS RESEARCH. S. Beer. Doubleday 1967 192p (HD20.5/B415m)

"Much of the value of this book derives from the fact that the author has been able to include a number of examples from his own experience as a practicing management scientist." Editor's Preface

375. MANAGEMENT STRATEGIES. R. S. Anderson. McGraw 1965 242p (HF5549/A549)

"This book is concerned with the strategy -- the science of planning and maneuvering forces into the most advantageous position -- by which managers achieve their practical purposes. Strategy is the dynamic force that welds human effort into directed action. The difference between a static and a vibrant enterprise is the skill -- the strategy -- by which the resources of that enterprise are deployed." Introduction

376. MANAGEMENT STYLES IN TRANSITION. G. A. Bassett. American Management Association 1966 208p (HD31/B319)

"Management Styles In Transition is an eye-opening book for every manager who faces today's ever-increasing demands. It pinpoints the needs of the organization, defines the various dimensions of leadership style, and provides techniques for developing an effective style within the framework of the reader's own personality. It describes differing methods of establishing performance criteria, tactics of delegation, manners of accommodating employee values, and ways of playing the manager's role -- and discusses each within the context of modern management needs." Publisher

377. MANAGEMENT SYSTEMS. T. B. Glans, et al. Holt 1968 430p refs (HD31/M266m)

"The purpose of our book is to present a thorough, detailed treatment of the first stage in the life cycle of a management system -- its study and design. The material is given comprehensive treatment in order to provide a source for beginning students in systems design. Experienced practitioners may want to use our book selectively to avoid the planned redundancy and emphasis on detailed case studies. Preface

378. MANAGEMENT: THEORY AND PRACTICE. E. Dale. 2d ed McGraw 1969 786p refs (HD31/D139/1969)

The author has incorporated several changes in this new edition. He has added more material drawn from behavioral science sources to the chapters on organization and direction. He has updated the sections on foreign operations, innovations, computers, and operations research. His main purpose for writing the book, however, still remains the same: "to equip the reader with a solid background of management knowledge that will make it possible for him to evaluate realistically both current theories and practices and those that may be introduced in the future."

379. MANAGEMENT THROUGH SYSTEMS AND PROCEDURES; THE TOTAL SYSTEMS CONCEPT. W. F. Kelly. Wiley 1969 556p (HD20.5/K29)

This book is a survey presentation of the systems-and-procedures field.

Some of the subjects covered are: organization and appraisal of manpower and physical facilities; the systems study; information technology and automatic data processing.

380. MANAGERIAL ANALYSIS. R. E. Schellenberger. Irwin 1969 461p refs (HD20.7/S322)

"This text is intended to describe and explain the process, tools, models, and evaluation of managerial analysis. Managerial analysis is a process which uses any tools, models, and evaluation techniques appropriate to assist the manager to make decisions." Preface

381. MANAGERIAL ATTITUDES AND PERFORMANCE. L. W. Porter and E. E. Lawler. Irwin 1968 209p refs (HF5549.5.J63/P846)

"This book deals with a topic that is pertinent both to social scientists concerned with behavior in the work situation and to those individuals who occupy positions in the management of organizations. The topic concerns the relationships between the job attitudes of managers and their on-the-job performance." Preface

382. MANAGERIAL BREAKTHROUGH; A NEW CONCEPT OF THE MANAGER'S JOB. J. M. Juran. McGraw 1964 396p refs (HD38/J95)

"This book offers a new approach to defining and acting out the manager's role, to answering the question 'What am I really herefor?' This new approach starts with the proposition that all managerial activity is directed either at: (a) breaking through into new levels of performance, i.e., Breakthrough, alias creation of change, or alternately, (b) holding the resulting gains, i.e., Control, alias prevention of change.

This book claims that:

- (1) There is a universal sequence of events by which the manager achieves Breakthrough.
- (2) There is a second universal sequence of events by which the manager achieves Control.
- (3) The manager can better carry out his responsibilities for Breakthrough and Control through deliberate, organized use of these two universal sequences.

These claims have been tested against the reactions of thousands of industrial managers." Preface

383. MANAGERIAL BUDGETING FOR PROFIT IMPROVEMENT. W. R. Bunge. McGraw 1968 225p (HF5550/B942)

"This book talks to management at all levels and in all specialties, because all are involved in good corporate planning and control... It uses the familiar terms of day-to-day across-the-desk conversation, the language and types of illustrations which the author found to be the most readily understood in actual practice, in consulting work, and in management seminars." Preface

384. MANAGERIAL CONTROL THROUGH COMMUNICATION; SYSTEMS FOR ORGANIZATIONAL DIAGNOSIS AND DESIGN. G. T. Vardaman and C. C. Halterman. Wiley 1968 496p refs (HF5549.5.C6/V291)

"Stated directly, the purpose of this book is to provide the means by which managers can improve personal and organizational operations. We do so by setting forth a new model of managerial activity, one built directly on three elements: communication, the manager, and the control dimension. These elements are integrated into practical systems and procedures that can be used by any industrious and intelligent manager to get results." Preface

385. MANAGERIAL ECONOMICS; DECISION MAKING UNDER CERTAINTY FOR BUSINESS AND ENGINEERING. F. E. Gillis, Jr. Addison 1969 296p (HD69.D4/G481)

"The postwar era has added mightily to management's box of tools and many decisions once arrived at by unenhanced intuition -- often using inadequate and improperly structured information -- now come only after good information has been fed to a quantitative model, often solved by a computer. This book deals almost exclusively with those things that can be quantified and dealt with in a model or, at least, approximated quantitatively. A couple of caveats are necessary lest the reader conclude that management is in a transitional stage: once a crude art, soon an exact science." Author

386. MANAGERIAL GRID; KEY ORIENTATIONS FOR ACHIEVING PRODUCTION THROUGH PEOPLE. R. R. Blake and J. S. Mouton. Gulf 1964 340p refs (HD38/B636)

"The book is a comparative treatment written to accomplish several results. First, it compares major alternatives available to a manager in achieving production through people. Such understanding increases the prospect of improvement in personal effectiveness. Second, it provides a way for aiding the reader to measure his own managerial style. Third, it defines the behavioral requirements of shifting from any one style toward any other. Finally, it pictures how, through educational effort, an entire system like a company can change its culture and raise itself by its bootstraps toward organization excellence." Introduction

387. MANAGERIAL JOB DESCRIPTIONS IN MANUFACTURING. G. H. Evans.  
American Management Association 1964 366p (HD21/E92)

"This present Research Study is intended to fill the need for information on a wide range of managerial and supervisory positions in manufacturing or production. It is based on a questionnaire survey of the practices of 217 companies and on a careful examination of more than a thousand descriptions generously supplied by companies assisting in the research." John W. Enell

388. MANAGERIAL LONG-RANGE PLANNING. G. A. Steiner, ed. McGraw  
1963 334p refs (HD31/S822m)

This book describes in detail "how successful long-range planning programs are actually performed in some major companies and government agencies." It also presents guidelines for establishing long-range planning programs.

389. THE MANAGERIAL MIND; SCIENCE AND THEORY IN POLICY DECISIONS.  
C. E. Summer and J. J. O'Connell. Rev ed Irwin 1968 760p refs  
(HD30/S955)

"It is one of the central theses of this book that theories are powerful aids to decision making by general managers in policy systems of today... The second central thesis of this book is that theories have serious, sometimes even dangerous, limitations for managers who must make decisions in large complex policy systems of today... A third and final thesis held by the authors is that there is such a concept as 'the managerial mind,' or 'the policy orientation,' which bridges the gap between the power of science and theory on the one hand and the limitations of theory in practice on the other." Authors

390. MANAGERIAL PROCESS AND ORGANIZATIONAL BEHAVIOR. A. C.  
Filley and R. J. House. Scott 1969 499p refs (HD31/F485)

"This book is intended as an introduction to the current state of management study and practice, presenting discussions and illustrations of how behavioral science and quantitative methods can contribute to increased understanding..."

391. MANAGERIAL PSYCHOLOGY. L. Adams. Christopher 1965 517p refs (HF5548.8/A214)

"The comprehensive scope of this book and its clarity of example make it, in our opinion, an outstanding text on managerial psychology. It is an able and penetrating analysis of human behavior in business and industry, and incorporates the author's many years of teaching courses in business psychology. Those in industry will find its study as rewarding as the student." Publisher's Preface

392. MANAGERIAL THINKING: AN INTERNATIONAL STUDY. M. Haire, E. E. Ghiselli, and L. W. Porter. Wiley 1966 298p (HD38/H153)

"This book is the report of a research study on the attitudes of managers in various countries. It asks the questions: When managers think about managing, are their ideas all pretty much the same, or does managerial thinking differ from country to country? And, if it does differ, how do the countries group themselves together? Is there a readily discernible pattern in managers' responses by clusters or groups of countries?" Introduction

393. MANAGERS, EMPLOYEES, ORGANIZATIONS; A STUDY OF 27 ORGANIZATIONS. R. M. Stogdill, et al. College of Commerce and Administration, Ohio State University 1965 315p refs (HD6971/S869)

"The research reported in this monograph attempts to establish a basis for comparability by using the same methods, and by obtaining measurements on several sets of basic variables, in each of 27 organizations." Preface

394. A MANAGER'S GUIDE TO COMPUTER PROCESSING. R. L. Sisson and R. G. Canning. Wiley 1967 124p refs (HF5548.2/S623)

"This book is a management-oriented explanation of information systems and computers and their role in managing a company. It describes information systems in terms of business concepts." Preface

395. A MANAGER'S GUIDE TO QUALITY AND RELIABILITY. R. Gedye. Wiley 1968 127p refs (TS156.Q3/G296)

"This book is written primarily for the manager, to guide him as to the decisions

involved in introducing or developing improved quality and reliability techniques and to enable him to understand what the specialist can do to help him in his responsibilities." Preface

396. A MANAGER'S GUIDE TO WORK STUDY. O. Gilbert. Wiley 1968 147p refs (HD31/G465)

"I hope that this book will be of interest and use to managers and aspiring managers in all fields of business... My main purpose is to show the kinds of situations in which modern work study has a part to play, how it sets about making its contribution, the underlying strengths and weaknesses of its approach, and the sorts of demands it makes on people; in short, where and how it fits into the technical and human sides of an enterprise -- any enterprise." Preface

397. THE MANAGER'S JOB; INCLUDING PAPERS FROM UTILITY MANAGEMENT WORKSHOPS, COLUMBIA UNIVERSITY, 1956-1959. R. T. Livingston and W. W. Waite, eds. Columbia University Press 1960 459p (HD2763/L787)

Selected papers presented at Utility Management workshops from 1956 through 1959 are included in this volume. These are grouped into six areas: the job of the top manager, the job of any manager, the manager and human relations, communication and management, development of managers, and decision-making.

398. MANAGING BY COMMUNICATION. W. V. Merrihue. McGraw 1960 306p refs (HF5549.5/M569)

"This book has been designed to help managers at all levels from first-line supervision to chief executives better to understand how to get work performed through people." Preface

399. MANAGING BY DESIGN...FOR MAXIMUM EXECUTIVE EFFECTIVENESS. R. A. Killian. American Management Association 1968 370p refs (HD31/K48)

"The purpose of this book is to provide a guide for improved management performance and, in turn, for the profitable growth of individual executives and companies. The book seeks both to show and to convince the reader that successful management can be deliberately designed and attained, thus increasing the benefits to all who are concerned with the results achieved by the enterprise." Preface



400. MANAGING ENGINEERING MANPOWER. Joint Engineering Societies Management Conference, 15th, San Francisco, 1967. American Society of Mechanical Engineers 1967 134p refs (TA157/J74)

This volume contains the presentations made at the 15th Annual Joint Engineering Management Conference, held in San Francisco in October, 1967. Some of the subjects covered are: manpower planning, recruiting, motivation, and turn-over.

401. MANAGING GROWTH THROUGH ACQUISITION. D. F. Linowes. American Management Association 1968 192p refs (HD2741/L758)

"The book begins by exploring the concept of growth, leads into the advantages of growing by acquisition, and then proceeds logically to discuss the various approaches to each phase of the acquisition program." Introduction

402. THE MANAGING OF ORGANIZATIONS; THE ADMINISTRATIVE STRUGGLE. B. M. Gross. Free Press 1964 2v refs (JF1351/G878m)

In these volumes, the author describes the development of administrative thought, the management of organizations, the people in organizations, the purposes, and the future of administration. A "Bibliographical Report" is included in Volume II.

403. MANAGING OFFICE SERVICES. G. R. Terry. Dow Jones - Irwin 1966 174p (HF5547/T329m)

"This book emphasizes the informative, how-best-to-do-it viewpoint. It not only tells how, but it also gives examples and many helpful guides. But it does not stop there because the ultimate goal is the managing of these services, and it is this phase of the material that is stressed and pointed out in a forth-right manner so that most effective accomplishments can be gained... The book is intended to be profitable for anyone interested or engaged in office work. Included are the manager, staff assistant, supervisor, group leader, office employee, instructor, or student." Introduction

404. MANAGING THE MARKETING FUNCTION: CONCEPTS, ANALYSIS, AND APPLICATION. J. M. Rathmell. Wiley 1969 636p refs (HF5415/R234)

"As the title indicates, the book focuses on the process of management in marketing: on the issues and considerations when decisions are made and on the analytical tools and procedures that are useful in improving the likelihood that the right decisions are made... The coverage of the book is limited to marketing in manufacturing enterprises." Preface

405. MANAGING THE "PAPERWORK JUNGLE"; A PRACTICAL GUIDE TO STREAMLINING RECORDS RETENTION IN THE BUSINESS OFFICE. J. B. Kaiser. Dartnell Corp. 1965 123p (HF5547/K13)

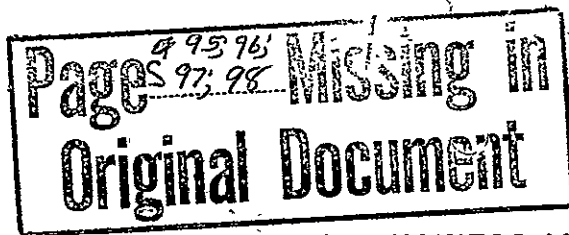
"A guide such as this cannot solve all record keeping problems. Rather, it can serve as a working model for an individual program tailored to a company's needs. As a first step, it examines 12 major filing faults and offers a cure for each. It covers the establishment of a forms manual, and then it offers 21 individual retention schedules covering key record areas. By comparing actual records with those in the guide, a records administrator can modify the schedules to fit the actual records possessed by the company." Author

406. MANAGING THE SYSTEMS ANALYSIS FUNCTION. F. Greenwood. American Management Association 1968 137p refs (HF5548.2/G816)

"This book is a discussion of important aspects of the systems analysis function in relation to the manager's role. Systems analysis is described and case studies are given. Distinctive facets of the system manager's job are considered, as are sources of outside help for this executive. Education, selection, and training of analysts are covered. Emphasis is given to the supervision and motivation of analysts, and the relationship between top management and the systems analysis function is considered." Preface

407. MANAGING THE YOUNG ADULTS. J. S. Morgan. American Management Association 1967 207p refs (HF5549.5.R44/M848)

"The purpose of this book is to analyze the young adults' feelings about business and to suggest better ways that companies can recruit and hold the bright youngster on jobs ranging from those on the factory floor to those in the office. The age bracket we're interested in spans the years from 18 through 25." Introduction



423. MATHEMATICAL ANALYSIS; BUSINESS AND ECONOMIC APPLICATIONS. J. E. Draper and J. S. Klingman. Harper 1967 568p refs (QA300/D765)

"This text offers the student an understanding of quantitative techniques both in their mathematical contexts and as they are applied to business and economic problems." Preface

424. MATHEMATICAL STUDIES IN MANAGEMENT SCIENCE. A. F. Veinott, Jr., ed. Macmillan 1965 481p refs (HD31/M266)

"This volume is a collection of reprints of some of the major research papers published in the first eight volumes of Management Science, the journal of the Institute of Management Sciences. Almost all of the papers represented are concerned with the problem faced by a decision maker who desires to select from among a collection of available alternatives one that is, in some sense, optimal." Introduction

425. MATHEMATICS; WITH APPLICATIONS IN MANAGEMENT AND ECONOMICS. E. K. Bowen. Rev ed Irwin 1967 631p (QA37/B784)

"This edition contains many short exercises woven into the textual material in a manner which directs the reader's attention to significant points as they occur. These exercises, together with the large number of worked-out examples and the simple, direct method of presentation, make self-study of the book highly productive." Preface to the Second Edition

426. THE MEASURE OF MANAGEMENT; DESIGNING ORGANIZATIONS FOR HUMAN EFFECTIVENESS. E. D. Chapple and L. R. Sayles. Macmillan 1961 218p refs (HD31/C467)

"This book considers how management can better utilize the human resources of the organization. There are many descriptive words used for this area of study: administration, organization, and human relations, to name a few." Introduction

427. MEASURING BUSINESS CYCLES. A. F. Burns and W. C. Mitchell. National Bureau of Economic Research 1946 560p refs (HB3711/B967)

"Business cycles concern everyone; they affect our fortunes both as producers

and consumers. A way of dealing realistically with these recurring alternations of good times and hard times is presented in this volume. Giving a chronology of business cycles in several countries, the book shows how the widely different fluctuations found in various parts of the economy can be measured and compared. It offers tests of these methods and of others currently used, points out the limitations of the novel procedures, illustrates abundantly the varieties of cyclical behavior, and analyzes some changes that have occurred since the Civil War in booms and depressions." Publisher

428. MEASURING EXECUTIVE EFFECTIVENESS. Invitational Personnel Research Conference, 2nd, Michigan State University, 1964. F. R. Wickert and D. E. McFarland, eds. Appleton 1967 242p refs (HF5549.5R3/162)

"This volume presents and summarizes some recent thinking and research findings on the increasingly critical problems of executive effectiveness... The content of this volume was developed for and during an invitational conference of researchers and scholars in personnel administration. Most of them were industrial psychologists from various parts of the country. Half were affiliated with business organizations, and half with universities." Preface

429. MEN, MANAGEMENT, AND MORALITY; TOWARD A NEW ORGANIZATIONAL ETHIC. R. T. Golembiewski. McGraw 1965 320p refs (HF5548.8/G595)

"The present study proposes to treat problems of ethical consequence in organizations, problems that are restricted enough to permit remedial action based upon relatively firm findings from the developing behavioral sciences. The specific focus is upon organizing work, and the aim is dual: to use what we know about behavior in organizations to approach a set of moral values accepted in the Western tradition; and to approach those values without sacrificing either efficiency or economy." Preface

430. MENTAL HEALTH IN INDUSTRY. A. A. McLean and G. C. Taylor. Blakiston Div. 1958 262p (RC963.3/M163)

No abstract.

431. MENTAL HEALTH OF THE INDUSTRIAL WORKER; A DETROIT STUDY. A. W. Kornhauser. Wiley 1965 354p refs (HF5548.8/K84)

"This book is concerned with the psychological condition of workers in modern mass-production industry. I have attempted to assess and compare the mental health of men at higher and lower skill levels, with special attention to the human effects of routine production jobs." Preface

432. MERGERS, MANAGERS, AND THE ECONOMY. S. R. Reid. McGraw 1968 302p (HG4028/R358)

"The first part of the book is devoted to an examination of various facets of merger activity, the objective being to determine the relative role of each during the major merger waves in American economic history... The second part... contains some important and interesting economic and behavioral hypotheses concerning mergers and presents the results of the most extensive series of empirical tests conducted to date concerning the problem... The final two chapters, which make up Part 3 of the book, contain a number of public policy suggestions and recommendations formulated to revitalize and improve the market for capital assets and raise the level of managerial talent. The current free enterprise system in the United States needs renewal, and the proposals presented are designed to improve its structure and performance." Preface

433. METHODS AND MODELS OF OPERATIONS RESEARCH. A. Kaufmann. Prentice 1963 510p refs (HD20/K21)

"This book is not a work of political economy or econometrics; neither is it a book on statistical methods or probability theory. Its aim is far more modest. Many engineers, management consultants, accounting experts, etc. have not been able to devote sufficient time to mathematical studies. It is with these people in mind that the author has provided a book which, while it makes use of mathematics, avoids over-complicated and often useless developments -- useless, that is, except for those who intend to become economic engineers or operations research analysts." Foreword

434. MICROECONOMIC ANALYSIS. A. J. Braff. Wiley 1969 295p refs (HB171/B812)

"Microeconomic Analysis is not for everyone, but I hope it will be useful to: (1) any educated person who is willing to make an effort to obtain more than a superficial knowledge of the operation of a market economy; (2) undergraduates, particularly those preparing for graduate studies in economics, business administration, or industrial engineering; and (3) first-year graduate students whose primary undergraduate discipline was not economics." Preface

435. MICROECONOMIC THEORY. C. E. Ferguson. Rev ed Irwin 1969 521p refs (HB171.5/F352)

"The Preface to the first edition began as follows: 'This is a textbook; its content is taken from the public domain of economic literature. Conventional topics are treated in conventional ways; and there is no real innovation.'<sup>1</sup> All of this holds for the revised edition as well. This is a textbook in neo-classical price theory that is designed for, and intended primarily to be used by, undergraduate students... Nonetheless, I believe that graduate students may find the text quite helpful. Naturally, it can be used as a review guide."

Preface

436. THE MOBILE MANAGER; A STUDY OF THE NEW GENERATION OF TOP EXECUTIVES. E. E. Jennings. Graduate School of Business Administration, University of Michigan 1967 135p (HF5500/J54)

"This book is the first attempt of the author to present the fledgling technique of mobilography. Hopefully, it will some day become acknowledged as a science. As such, it will attempt to describe the positions through which managers of large industrial corporations pass as they go to the top, and to make predictions based upon these descriptive data." Foreword

437. MODERN BUSINESS ADMINISTRATION; INTRODUCTORY READINGS. R. I. Hartman, T. P. Hogan and J. T. Wholihan, comps. Scott, Foresman 1969 421p refs (HD31/H333)

"Modern Business Administration: Introductory Readings was constructed to be used in several different ways. It can be used to supplement standard textbooks written for introductory business courses. The selected readings provide the beginning student with an exposure to the field of business... Some instructors may prefer to use the book as their basic textbook. The introduction to each part of the book summarizes and highlights the important areas of business." Preface

438. MODERN PRODUCTION MANAGEMENT. E. S. Buffa. 3d ed Wiley 1969 795p refs (TS155/B929/1969)

"The field of production management continues to shift in the direction of a more analytical approach basis on the continued development of management science in general. Also involved in this trend is a broadening of viewpoint so that we may properly talk about 'operations management' rather than

'production management'; the problems with which we deal are found in many other settings than manufacturing, and activities outside manufacturing interact with the manufacturing function... The recognition of this fact is forcing the adoption of the broader 'systems' point of view discussed in the first and second editions of this book and further developed in this edition." Preface

439. MODERN RECORDS MANAGEMENT; A BASIC GUIDE TO RECORDS CONTROL, FILING, AND INFORMATION RETRIEVAL. E. J. Leahy and C. A. Cameron. McGraw 1965 236p (HF5736/L434)

"In this book we have attempted to clarify for managers and supervisors the areas of data origination, of records storage, and of records retrieval that are in need of organization and control. We have specified what measures must be taken to achieve this control. And we have tried to back up our recommendations with representative case-history examples of what many companies are doing to successfully subdue the paper dragon." Preface

440. MONEY, CAPITAL AND PRICES. G. Horwich. Irwin 1964 556p refs (HB501/H824)

"This book sets forth an aggregative model of the closed economy within which the impact and adjustment to monetary change is described. The book is concerned equally with the construction of general framework and the formulation of particular conclusions applicable to policy and prediction. The framework contains both static and dynamic elements. The latter are based upon an integration of stock and flow segments of both the securities market and the supply and demand for cash balances. In a sense, stockflow analysis and fidelity to stock-flow relationships of the monetary economy are the central themes of this volume." Author

441. THE MORAL CRISIS IN MANAGEMENT. T. A. Petit. McGraw 1967 180p refs (HD59/P489)

"A major objective of this study is to put some substance into the meaningful but vague idea of social responsibility of management. Economists tend to regard this concept as either meaningless or pernicious. My view is that it is neither. Social responsibility already plays an important role in American economic life, and its importance is bound to increase in the future. Therefore, this concept is as worthy of rigorous scientific analysis as competition. To this end I have endeavored to analyze social responsibility from a positive rather than from a normative point view." Preface

442. MOTION AND TIME STUDY: DESIGN AND MEASUREMENT OF WORK.  
R. M. Barnes. 6th ed Wiley 1968 799p refs (T60.M65/B261/1968)

"The major objective of this book is to suggest ways of advancing the goals of an organization by improving human effectiveness. In line with the objective, this revision has been made in order to present a new approach to work design and management systems that will better advance the objectives of the organization, increase the usefulness of the industrial engineer, and bring greater satisfaction and greater rewards to management and nonmanagement people -- especially to the latter group." Preface

443. THE MOTIVATION, PRODUCTIVITY, AND SATISFACTION OF WORKERS;  
A PREDICTION STUDY. A. Zalesnick, C. R. Christensen and F. J.  
Roethlisberger. Graduate School of Business Administration, Harvard  
University 1958 442p refs (HF5548.8/Z22)

"This study was aimed specifically at providing data for a more up-to-date body of theory of organizational and administrative behavior... The study was designed from the start to provide the opportunity for testing a large number of different hypotheses about factors determining the behavior of the work group and the individuals in the work group." Foreword

444. NETWORK ANALYSIS FOR PLANNING AND SCHEDULING. A. Battersby.  
2d ed St. Martin's 1967 414p refs (HD69.P7/B335)

"The term 'network analysis' is used here to describe the whole family of methods, of which PERT, CPM and the Roy method are individual members... There have been many excellent surveys and a few good publications (especially those of the U.S. Government)... None of them, however, covers comprehensively all aspects of the subject. This book is an attempt to fill the gap and its title has been chosen to emphasize its generality. Its objective is to provide a manual of reference for the practitioner as well as a text-book for the teacher or the student working alone." Introduction

445. NEW FRONTIERS FOR PROFESSIONAL MANAGERS. R. J. Cordiner.  
McGraw 1956 121p (HD9695/C795)

This volume contains three McKinsey Foundation lectures delivered by the President of General Electric Company, at the Graduate School of Business, Columbia University in 1956.



446. THE NEW INDUSTRIAL STATE. J. K. Galbraith. Hamilton 1967 427p  
refs (HC106.5/G148)

"This book is the work of some eight years... It knits the great changes of the past fifty years into a complete and consistent view of modern industrial society. This view is not confined to what once was called capitalism. Mr. Galbraith argues that no industrial society, whether capitalist or communist in origin, can resist the impact of industrial development. All show a tendency to converge in their character under its influence. The consequences of this are large and here discussed in full." Publisher's Note

447. NEW POWER FOR MANAGEMENT; COMPUTER SYSTEMS AND MANAGEMENT SCIENCE. D. B. Hertz. McGraw 1969 208p refs (HF5548.2/H576)

This book is about recently developed management tools. Management science, management information systems, and computer systems for management control are some of the tools described by the author.

448. THE NEW SCIENCE OF MANAGEMENT DECISION. H. A. Simon. Harper 1960 50p (HD38/S594)

This volume contains a series of lectures delivered by Professor Simon while he was Ford Distinguished Visiting Professor at New York University in 1960. In these lectures, he discusses the use of computers in decision making and the future consequences for management.

449. NOW YOU'RE TALKING! VALUABLE TIPS FOR CONVERSATION AND PUBLIC SPEAKING. H. M. Karr. 2d ed Interstate 1968 230p refs (PN4130/K18)

This is a "how-to-do-it book" on public speaking.

450. OBJECTIVES AND STANDARDS OF PERFORMANCE IN FINANCIAL MANAGEMENT. E. C. Miller. American Management Association 1968 109p refs (HD21/M647)

This research study presents the findings on what is unique about the use of objectives and standards of performance in the finance and control function. The information was mostly derived from interviews and written comments from companies which had programs using objectives or standards of performance and from experts in the field of finance and control.

451. OCCUPATIONAL INFORMATION, ITS DEVELOPMENT AND APPLICATION.  
C. L. Shartle. 3d ed Prentice 1959 384p (HF5381/S532)

"This book was written to meet the apparent need for an introduction to the development of occupational information and a description of the uses of such information in problems in industry, government, education, and community agencies. It is felt that the individual who develops or uses such information should have a background of certain techniques and should be acquainted with their uses not only in his particular specialty but also in related fields. Knowing the limitations as well as the advantages of occupational information is likewise useful." Preface to the First Edition

452. OFFICE AUTOMATION. G. R. Terry. Dow Jones 1966 186p (HF5548.2/T329)

"The purpose of Office Automation is to present the essential background and the current practices of automation in the office so that necessary paperwork is accomplished effectively... The writing is from the informative viewpoint; both managers and nonmanagers can profit from the basic material presented. The latest developments are described and the significance of these developments is pointed out. The goal has been a concise, practical presentation that is nontechnical, yet complete. Illustrations and charts are numerous to expedite understanding of the material. The book is intended for every member of management -- at the top, middle, or bottom level..." Introduction

453. OFFICE OPERATIONS IMPROVEMENT; HOW TO CUT COSTS AND IMPROVE MORALE. B. Payne and D. D. Swett. American Management Association 1967 143p refs (HF5547/P346)

"David Swett and I have attempted, in writing this book, to give you all the background, details, and procedures of a total operations improvement program necessary to develop your own program with assurance and confidence. When undertaking this approach, however, we do advise that each executive take each step carefully and completely, without giving in to the temptation to follow shortcuts which could jeopardize the long-range aspects of the program, particularly in the vital area of human relations." Preface

454. OFFICE ORGANIZATION AND MOTIVATION. G. R. Terry. Dow Jones 1966 167p (HF5549/T329)

"Office Organization and Motivation deals with the people in the office, how they work together, how they meet work objectives, what motivates them, what scale of values they have, and what significant changes take place within themselves. The main theme is that people are the essential resource of the office; all office activities take place by, with, and for them." Introduction

455. OFFICE SYSTEMS AND PROCEDURES. G. R. Terry. Dow Jones 1966 175p (HF5547/T329t)

"The purpose of this book is to present the fundamental concepts and practices in the use of systems and procedures, and to relate their contributions to the planning, implementing, and controlling of the various activities which get office work accomplished... The material is written from the managerial viewpoint, but both the management and the nonmanagement member can benefit from the reading of this book." Introduction

456. ON THE THEORY AND MEASUREMENT OF TECHNOLOGICAL CHANGE. M. Brown. Cambridge University Press 1966 214p refs (HB199/B879)

"The major purpose of the present study is to present various methods -- some old, some new -- which can be used to measure the neutral and non-neutral characteristics of a technology and their changes. In order to do this, it is necessary to define the characteristics in a production function framework and draw out some of their implications... In the present work, we are not concerned primarily with the benefits to theory provided by the measures of technological progress, but with the benefits to measurement provided by a theoretical framework." Introduction

457. OPERATIONAL AUDITING FOR MANAGEMENT CONTROL. E. F. Norbeck, et al. American Management Association 1969 240p refs (HF5667/N822)

"Operational auditing is a comparatively new control technique which provides management with a method for evaluating the effectiveness of operating procedures and internal controls. Excellent articles have been written on the nature and development of this subject. Most of these articles have traced the technique from its origin in public accounting, through its growth and development within internal auditing, to its present definition and status...

This publication will not repeat what has been adequately covered in the past, but it will provide the reader with a consensus regarding the merits, limits, and benefits to be derived from this management tool. In essence, our objective is not to outline auditing programs for auditors, but to provide management with the basis for understanding the general aspects of this discipline." Introduction

458. OPERATIONS ECONOMY: INDUSTRIAL APPLICATIONS OF OPERATIONS RESEARCH. W. J. Fabrycky and P. E. Torgersen. Prentice 1966 486p refs (HD20.5/F133)

"The purpose of this text is to help the reader grasp the significance of the analytical approach to decision making, and to help him become proficient in the application of quantitative models in operational systems." Preface

459. OPERATIONS MANAGEMENT: PROBLEMS AND MODELS. E. S. Buffa. 2d ed Wiley 1968 745p refs (HD20.4/B929)

The first edition of this book was published in 1963 under the title: Models for Production and Operation Management.

"The objective of this book is to present basic material for production and operations management courses in the context of the analytical methods. To establish a frame of reference for the student, I have devoted considerable space to the definition of the problems of operations management in the five chapters of Part II: 'Operations Management'." Preface

460. OPERATIONS RESEARCH AND SYSTEMS ENGINEERING. C. D. Flagle, W. H. Huggins and R. H. Roy, eds. Johns Hopkins Press 1960 889p refs (Q175/F574)

"The chapters of the book are a set of lectures delivered by the authors in The Johns Hopkins University's annual two-week course for management, a course that bears the same title as the book... Many and diverse disciplines are represented -- physics, economics, statistics, psychology, several branches of engineering, and mathematics... The initial chapters are devoted to the philosophical and historical aspects of systems engineering and operations research. These are followed by chapters on specific methodologies that have developed or have been adapted for the field. A set of case histories concludes the volume." Foreword

461. OPERATIONS RESEARCH FOR MANAGEMENT DECISIONS. S. B. Richmond. Ronald 1968 615p refs (HD20.5/R533)

"This book is designed to provide an introduction to the study of operations research, a scientific methodology for examining, defining, analyzing, and solving complex problems." Preface

462. OPERATIONS RESEARCH IN PRODUCTION AND INVENTORY CONTROL. F. Hanssmann. Wiley 1962 254p refs (HD55/H251)

"This book gives an exposition of production and inventory control from the operations research viewpoint. A key concept of operations research is the use of mathematical models for decision making. Therefore, mathematical models of production and inventory processes play a central part in this exposition." Introduction

463. OPERATIONS RESEARCH MODELS FOR BUSINESS AND INDUSTRY. G. M. F. Di Roccaferrera. Southwestern 1964 1v refs (HD20/D599)

In this book the author makes "an attempt to consider systematically mathematical models and linear and dynamic programming models from a managerial point of view which is essentially practical rather than strictly theoretical."

464. OPERATIONS RESEARCH TECHNIQUES FOR CAPITAL INVESTMENT. F. Hanssmann. Wiley 1968 269p refs (HG4028.C4/H251)

"This book deals with the application of operations research methodology to capital investment decisions. Our concept of investment will be general. Its main characteristic is the present commitment of major resources by a single decision to uncertain future returns. Thus the entrepreneurial risk and the time lag between the investment of the resources and the reaping of returns are implicit in the definition. This concept of investment includes much more than the acquisition of capital goods which are kept as assets on the books of the company." Introduction

465. ORAL COMMUNICATION IN BUSINESS. D. C. Phillips. McGraw 1955 100p (HF5549.5.C6/P558)

"The book is based on the premise that the basic principles of oral communication

are the same in all situations. The use of these basic principles may vary from occasion to occasion, but the first step in becoming a good communicator is to master these principles. After this has been accomplished, the individual should study the various communication situations to learn the particular techniques employed in each. Thus, the first seven chapters of this book present the basic principles; the last seven consider the communication situations in which a speaker may find himself." Preface

466. ORAL REPORTING IN BUSINESS AND INDUSTRY. R. P. Wilcox. Prentice 1967 321p refs (PN4121/W667)

"In the writing of this book, at least three underlying assumptions were kept in mind. One is that reporting is a logical process. It is logical in its application of the problem-solution pattern, in whole or in part, for answering questions of fact, value, and policy... But reporting is also a psychological process, and this is my second assumption. Inescapably inherent in the oral reporting situation are the speaker and his audience, who represent a mixture of human emotions... My third assumption is that improvement in the technique of oral reporting is possible. Just as we can grow in competence in other areas, we can likewise improve in oral reporting -- both in planning and presenting the report." Preface

467. ORGANIZATION FOR PROFIT -- MANAGEMENT FOR THE AGE OF TECHNOLOGY. G. C. Fisch. McGraw 1964 321p refs (HD31/F528)

"This book...deals with total organization building and management. It strives to show how to blend into one framework the organization structure, the people, and the environment in which people must function in order that top executives can achieve maximum efficiency from their companies. It does not attempt to separate structure, people, environment, or the intangible aspects of organization. Instead, it tries to provide a fundamental and systematic basis for blending these aspects into an effective organization that will produce optimum results." Preface

468. ORGANIZATION IN BUSINESS MANAGEMENT; A GUIDE FOR MANAGERS AND POTENTIAL MANAGERS. W. Puckey. Hutchinson 1963 320p refs (HD31/P977)

"This book is written primarily for the young manager and all who are concerned with his development." A Personal Introduction

469. THE ORGANIZATION OF INDUSTRY. G. J. Stigler. Irwin 1968 328p refs (HD21/S855)

"The main content of this book is a reprinting of 17 articles I have written over the past two decades in the area of industrial organization. I have reprinted the articles as they appeared, and added commentaries in numerous cases; this seemed more appropriate than seeking to graft present views, where they differ, on an earlier position. There is also a substantial amount of previously unpublished material, some written years ago and some prepared especially for this volume." Preface

470. THE ORGANIZATION OF THE FUNCTIONS OF THE CONTROLLER. A. Lazarus. American Management Association 1925 14p (HF5550/L318)

This paper ascertains what are the functions of the controller. The author divides these into two kinds: (1) those that are special; (2) those which are obvious and common.

471. ORGANIZATIONAL BEHAVIOR. P. B. Applewhite. Prentice 1965 168p refs (HF5548.8/A652)

"This book is based on a review of the literature in organizational behavior. It presents no new theories, but rather attempts to integrate into a more meaningful whole the major research findings in this field." Preface

472. ORGANIZATIONAL CHANGE; THE EFFECT OF SUCCESSFUL LEADERSHIP. R. H. Guest. Dorsey 1962 180p refs (HD31/G936)

"This is a study of a patient who was acutely ill and who became extremely healthy. The 'patient' was not a Man but a Management, the management of a large complex industrial organization. It is a study of the process of change, not only in attitudes but also in the pattern of actions and relationships, which, in the span of three years, measurably altered the performance of the entire organization." Introduction

473. ORGANIZATIONAL COMMUNICATION; A BIBLIOGRAPHY. H. Voos. Rutgers 1967 251p (Ref HD5549.5.Z1/V951)

"The literature on group communication was surveyed for the period 1958 to June 1966. The psychological and managerial literature shows that communication is of prime concern to both the military and commercial establishments. Solutions for the future seem to point to the application of the laboratory techniques used in testing communication flow to real situations. Excluded from this search has been the literature on electronic communication techniques, family and student groups, and the communication

of technical information." Author's Abstract

474. ORGANIZATIONAL PSYCHOLOGY. B. M. Bass. Allyn 1965 459p refs (HF5548.8/B317)

"This introduction to organizational psychology will begin with a consideration of the role of industry in American society and changing attitudes about its goals and purposes. This will lead us into looking at what motivates men to work and the role of their supervisor and their work group in developing and maintaining such motivation. We will conclude with a detailed inquiry into the nature of the large formal organization and some of what we know about its structure, its communications and its conflicts." Preface

475. ORGANIZATIONAL PSYCHOLOGY. E. H. Schein. Prentice 1965 114p refs (HF5548.8/S319)

"The material covered in this book will reflect the general historical trend from an individual-oriented industrial psychology toward a group-and-systems-oriented organizational psychology." Author

476. ORGANIZATIONAL SCIENTISTS: THEIR PROFESSIONAL CAREERS. B. G. Glaser. Bobbs-Merrill 1964 140p refs (Q147/G548)

"This is a case study of the effects of professional recognition on the careers of scientists who work within a medical research organization devoted almost exclusively to basic research." Preface

477. ORGANIZATIONAL STRESS: STUDIES IN ROLE CONFLICT AND AMBIGUITY. R. L. Kahn, et al. Wiley 1964 470p refs (HF5548.8/068)

"This book is concerned with the nature, the causes, and the consequences of two kinds of organizational stress: role conflict and role ambiguity." Preface

478. ORGANIZATIONAL SYSTEMS AND ENGINEERING GROUPS; A COMPARATIVE STUDY OF TWO TECHNICAL GROUPS IN INDUSTRY. L. B. Barnes. Graduate School of Business Administration, Harvard University 1960 190p refs (TA157/B261)



"This book selects for its attention the relationship between various attributes of organizations and their consequences for group development, productivity, and satisfaction of engineers and other technically trained employees." Foreword

479. ORGANIZATIONS AND THEIR MANAGING. B. M. Gross. Free Press 1968 708p refs (JF1351/G878)

This book is a condensed one-volume version of The Managing of Organizations by the author.

"Specifically, this volume can help in handling the increasingly complex problem of decision-making and planning discussed above: namely, how to make fruitful use of new managerial techniques of decision-making and planning, rather than be overwhelmed by fads and fashions." Preface

480. PERTSIM: TEXT AND SIMULATION. L. A. Swanson and H. L. Pazer. International Textbook 1969 241p refs (HD69.P7/S972)

PERTSIM is designed to be used as a self-contained unit on PERT and CPM in undergraduate or graduate level courses in production, quantitative methods, accounting controls, industrial engineering, and construction management. It is also ideally suited for use as a supplementary project in introductory management or production courses." Preface

481. PMS - PERSONNEL MANAGEMENT SYSTEMS. R. L. Martino. MDI Publications 1969 153p (HF5549/M386)

This book deals with the applications of management information systems to the personnel area. It discusses the philosophy, need, and implementation of a personnel management information system.

482. PAPERS ON INDUSTRIAL PSYCHOLOGY; A SYMPOSIUM. G. D. Boaz, ed. University Publishers 1962 166p refs (HF5548.8/B662)

The papers from a Seminar of Industrial Psychology held in India in 1959 and sponsored by the Madras Psychological Society are included in this book. Some of the subjects covered are: human motivation, industrial communication, workers' efficiency, and group relations.

483. PAPERS ON THE SCIENCE OF ADMINISTRATION. L. Gulick, et al.  
Institute of Public Administration 1937 195p refs (JF1351/G972)

"The papers brought together in this collection are essays by men scientifically interested in the phenomena of administration. Most of these writers did their thinking independently, in some cases without any acquaintance with the others, or with their writings. The striking similarity and harmony of the analyses, nomenclature, and hypotheses, frequently set forth as principles, is thus doubly significant." Foreword

484. PARAMETRICS: NEW KEY TO SUCCESSFUL TAKE CHARGE MANAGEMENT.  
F. H. Frantz, Sr. Parker 1968 209p (HD31/F836)

This book deals with parametrics: "a potent new tool that puts some of the method of mathematics into your thinking about subjects that cannot ordinarily be quantized or handled in an orderly, scientific manner."

485. PARKINSON'S LAW, AND OTHER STUDIES IN ADMINISTRATION. C. N.  
Parkinson. Houghton 1957 112p (PN6231M2/P247)

"Work expands so as to fill the time available for its completion." Thus reads the opening sentence in Professor Parkinson's famous essay on administration: "Parkinson's Law or The Rising Pyramid." Nine other essays on aspects of management are included in this volume.

486. PEOPLE AND PRODUCTIVITY. R. A. Sutermeister, ed. 2d ed McGraw  
1969 511p refs (HD57/S967/1969)

"This book is written for the layman, the businessman, and the student. Its unique contribution is the conceptual scheme or diagram on page ii. An attempt has been made to show in the diagram the most important factors which affect the performance of employees and the productivity of the firm."  
Preface

487. PEOPLE ASPECTS; ATTRACTING AND RETAINING R & D PERSONNEL.  
E. M. Kipp. Gordon 1967 104p refs (HD203/K57)

"This book is an informal group of short essays; in each I attempt to summarize the lessons learned over many years as a research scientist and administrator.

Obviously, these learning processes are colored and conditioned by my personal values, beliefs, and background. Important among these is the practical conviction that recognition and concern for individual dignity is basic to all other considerations." Preface

488. THE PEOPLE SPECIALISTS; AN EXAMINATION OF REALITIES AND FANTASIES IN THE CORPORATION'S VIEW OF PEOPLE, AND THE PLAIN AND FANCY SPECIALTIES AND SPECIALISTS THAT ARISE THEREFROM. S. M. Herman. Knopf 1968 320p refs (HF5549/H551)

"This book is concerned with people in companies. More specifically, it has to do with what in American companies is called personnel relations.... In this book...the primary purpose is not so much to describe a particular group of business technologists called personnel men, although such descriptions will be included. Rather, it is to portray the personnel relations function." Introduction

489. PERCEPTIVE MANAGEMENT AND SUPERVISION; INSIGHTS FOR WORKING WITH PEOPLE. H. W. Hepner. Prentice 1961 (HF5549/H529)

"In the main, this book treats human relations in terms of the established organizational structures and common situations in business and industry. Typical problems with people are discussed or mentioned in order to help the reader develop his perspectives and insights. Some readers may even find the problems at the ends of chapters more interesting than the textual treatments." Author

490. PERSONALITY AND GROUP RELATIONS IN INDUSTRY. M. P. Fogarty. Longmans 1956 341p refs (HD5548.8/F655)

"There is today, as there was not down to only a few years ago, a substantial body of knowledge in the analytic social sciences about each of the factors underlying managerial decisions. And it is with these underlying social factors, the anatomy and physiology of the human side of management, that this book is concerned. It will refer only incidentally to the technical and medical aspects of work, to work study, and to the field of the theologian and moral philosopher... What concerns us here is the social and psychological environment of work and the sciences which study it; in other words, the contribution of the social sciences to management and industrial relations." Introduction

491. PERSONNEL: A BEHAVIORAL APPROACH TO ADMINISTRATION. L. C. Megginson. Irwin 1967 688p refs (HF5549/M497)

"...this book concentrates upon the philosophical and theoretical concepts of personnel administration and minimizes the more practical, pragmatic, and technique-oriented approach." Preface

492. PERSONNEL ADMINISTRATION, A POINT OF VIEW AND A METHOD. P. Pigors and C. A. Myers. 6th ed McGraw 1969 882p refs (HF5549/P633)

"The central theme of this book is the personnel responsibility of line managers." Authors

493. PERSONNEL AND INDUSTRIAL PSYCHOLOGY. E. E. Ghiselli and C. W. Brown. 2d ed McGraw 1955 492p (HF5548.8/G426)

"It is the authors' hope that this book will meet the needs both of university students and of those in business, industry, and government who desire to obtain a foundation in the basic principles involved in the application of scientific psychology to manpower problems. The extent to which this hope will be realized will, in part at least, be a function of the degree to which the reader will be willing in the beginning to consider basic underlying principles and to adopt a critical attitude before seeking solutions to his immediate problems." Preface

494. PERSONNEL AND INDUSTRIAL RELATIONS; A MANAGERIAL APPROACH. J. B. Miner. Macmillan 1969 562p refs (HF5549/M664p)

"What follows is intended as a comprehensive introduction to the field of personnel management. However, in view of the variety of books bearing a personnel title that have appeared in the last few years, it is important to indicate where within this dissimilar array the present volume falls. It does not include an extended consideration of existing knowledge in the broad area variously described as organization theory, management, administrative science, organizational behavior, or human relations. It assumes that personnel management represents a relatively circumscribed field within the broader organizational framework and that the student will take courses dealing with the more general managerial processes and organizational functions." Preface

495. PERSONNEL AND MIS. R. L. Martino & Company. Management Development Institute 1967 1v (HF5548.2/M386p)

This book contains materials used by the Management Development Institute in a training seminar on management information systems.

496. THE PERSONNEL JOB IN A CHANGING WORLD. J. W. Blood, ed. American Management Association 1964 368p (HF5549/B655)

This is a collection of readings on various aspects of personnel administration: automation and unemployment, collective bargaining, special problems of the skilled worker, and equality of opportunity.

497. THE PERSONNEL MAN AND HIS JOB. R. E. Finley, ed. American Management Association 1962 448p refs (HF5549/F513)

"Although each of the articles in this collection deals with a different activity or aspect of the personnel function and its manager, nonetheless there is a continuous link, a consistent tone, present throughout all of them. All the authors understand that personnel deals at all times with people: with their capabilities, needs, aspirations, personalities (both as individuals and as members of organized groups), ambitions, and desires." Foreword

498. PERSONNEL MANAGEMENT IN CONTEXT. A. Crichton. B. T. Batsford Ltd 1968 360p refs (HF5549/C928)

This is a textbook on British personnel management practices. It describes the development of ideas about personnel management, social science theory, social context of industry, union control, and other aspects of the subject.

499. PERSONNEL MANAGEMENT: PRINCIPLES, PRACTICES, AND POINT OF VIEW. W. D. Scott, R. C. Clothier and W. R. Spriegel. 6th ed McGraw 1961 623p refs (HF5549/S431)

"The entire book is written from the viewpoint of the employer who strives to direct the efforts of his employees in such a manner as to get efficient production with personal satisfactions to the participants. Recognition is given to conflicts of interests at times in wage determination, production standards, and other relationships." Preface

500. PERSONNEL SELECTION AND PLACEMENT. M. D. Dunnette. Wadsworth 1966 239p refs (HF5548.8/D923)

"This book is about how people differ from each other and how these differences may be measured and taken into account in personnel selection and job placement." Preface

501. PERSONNEL TESTING. R. M. Guion. McGraw 1965 585p refs (HF5549.5/G964)

"This book is principally concerned with employment problems and with the implications of psychological testing methods for those problems. Its concern is the use of tests rather than tests per se, i.e., applications of techniques and principles of testing to personnel selection and related employment problems." Preface

502. PERSONNEL: THE MANAGEMENT OF PEOPLE AT WORK. D. S. Beach. Macmillan 1965 784p refs (HF5549/B365)

"Personnel: The Management of People at Work seeks to provide a sound background in fundamentals, theory, principles, and practice for all those whose careers will require knowledge and skills in organizing, leading, coordinating, and controlling others. Education in personnel management and human relations is essential not only for those in management positions and those in staff personnel department activities but also for those holding positions as staff professionals and administrators (engineers, schedulers, programmers, accountants, and the like)." Preface

503. PERSUASIVE COMMUNICATION. E. P. Bettinghaus. Holt 1968 308p refs (BF637.P4/B565)

"Persuasive Communication is a book about the ways in which people try to influence the behavior of others. It is specifically concerned with persuasion through communication, that is, with the deliberate attempts people make to change the attitudes, beliefs, values, and actions of those around them... This study describes the process of persuasive communication in many different situations and analyzes communication sources messages, and channels and their influence on the behavior of audiences." Preface

504. THE PETER PRINCIPLE. L. J. Peter and R. Hull. Morrow 1969 179p (PN6231.M2/P478)

"A word you're going to be hearing more of in corporate corridors is 'hierarchiology' -- the study of hierarchies...it is ...the subject of a book, The Peter Principle ... The law that gives the book its title holds: 'In a hierarchy, every employee tends to rise to his level of incompetence.' In other words, the cream rises until it sours... 'A few eccentrics try to avoid getting involved with hierarchies, but everyone...is so involved'." Business Week, Feb. 22, 1969, p134.

505. THE PHYSIOLOGICAL BASES OF MOTIVATION. J. E. Hokanson. Wiley 1969 182p refs (BF683/H721)

"This book is an attempt to introduce the student to the physiological bases of motivated behavior. As such, the material is aimed at providing an overview of the experimental and theoretical developments in the field rather than a detailed account of the myriad studies that have been carried out." Preface

506. PLANNING AND CONTROL SYSTEMS; A FRAMEWORK FOR ANALYSIS. R. N. Anthony. Graduate School of Business Administration, Harvard University 1965 180p refs (HD31/A628)

"The basic purpose of the volume is not to report research findings themselves but to set forth a framework which will influence the conduct of future research in the broad topic area of planning and control systems. Professor Anthony has developed this particular framework over a period of several years and has refined it to its present form by discussions with colleagues, students, and practitioners in the field." Foreword

507. PLANNING AND MARKETS: MODERN TRENDS IN VARIOUS ECONOMIC SYSTEMS. Nice Conference on Planning and Markets, 1966. J. T. Dunlop and N. P. Fedorenko, eds. McGraw 1969 418p (HD82/N588)

This volume contains the proceedings of the Conference on Planning and Markets held in Nice in 1966. Forty economists, representing Western and Eastern countries, presented papers on these five main subject areas: planning of the national economy, planning at the industry and enterprise level, prices and investment, wages and manpower, and modern mathematical techniques.

508. PLANT ENGINEERING HANDBOOK. W. Staniar, ed. 2d ed McGraw 1959  
1v refs (TS155/S786)

"This book has been compiled for those people in industry who are responsible for organization, design, construction, operation, and maintenance... The book deals with industry's consumption and conservation of basic resources, with management engineering, with industrial fire prevention and protection, with plant maintenance, with industrial power generation and its uses... It covers many other subjects vital to efficient industrial and institutional operations." Preface

509. POLICY AND ADMINISTRATION. P. H. Appleby. University of Alabama Press 1949 173p (JK271/A648)

This book contains a series of lectures on public administration delivered by Dean Appleby at the University of Alabama.

510. POLICY MAKING AND EXECUTIVE ACTION; CASES ON BUSINESS POLICY. T. J. McNichols. 3d ed McGraw 1967 843p (HD31/M169p)

"Policy Making and Executive Action is designed to provide a basic format and collection of cases for the teaching of business policy in executive development courses, graduate schools of business, and those colleges and universities which offer business policy as an integrating course in the final stages of the undergraduate curriculum. All 43 cases included in this third edition were originally gathered as teaching materials..." Preface

511. PRACTICAL FINANCIAL STATEMENT ANALYSIS. R. A. Foulke. 6th ed McGraw 1968 714p (HF5681.B2/F767/1968)

The following aspects of financial statement analysis are covered in this volume: historical and credit background, small business enterprises, financial ratios, balance sheets, income statements, surplus accounts, philosophy and recent evolution.

512. PRACTICAL INTERVIEWING; A HANDBOOK FOR MANAGERS. G. A. Bassett. American Management Association 1965 160p refs (HF5549.5.I6/B319)



"This presentation is designed for the operating manager. It assumes that he should have available and make the best possible use of specialized staff assistance in a variety of areas, including interviewing. The emphasis will be on those practical communicative skills inherent in the interview which are of general use to any manager in a wide range of human interrelationships. The subject is the interview, be it with an applicant for employment, with an employee, with a co-worker, in a formal or in an informal context. It is a discussion of the interview as a technique of practical human relations for managers." Foreword

513. PREPARING TOMORROW'S BUSINESS LEADERS TODAY; A SYMPOSIUM ON THE OCCASION OF THE FIFTIETH ANNIVERSARY OF THE GRADUATE SCHOOL OF BUSINESS ADMINISTRATION, NEW YORK UNIVERSITY. P. F. Drucker, ed. Prentice 1969 290p refs (HD31/P927)

"The book begins with a summing up of the major structural changes in business and in business schools since GBA started fifty years ago. It then looks at the changing environment in which business operates... Next, it discusses major new developments within business enterprise, from the rise of systematic entrepreneurship and of the knowledge organization to new concepts and tools available to the business leader. The survey of the social and economic business scene is then completed with a number of essays on business abroad, on the multi-national corporation, and on the multi-national executive. Finally, the book turns to systematic business education. It presents a number of views on what the business school could be and should be to provide professional leadership in the business community, and to serve society as an organ of knowledge and responsibility." Preface

514. PRESENTING TECHNICAL IDEAS; A GUIDE TO AUDIENCE COMMUNICATION. W. A. Mambert. Wiley 1968 216p refs (T10.5/M263)

"This book is a practical, 'how-to' guide designed to answer most of the important questions that confront the trained specialist in getting his ideas ready to present and in ultimately delivering them to an audience as a technical presentation." Preface

515. PRICE POLICIES AND MARKETING MANAGEMENT. R. A. Lynn. Irwin 1967 33lp refs (HF5415/L989)

"This book attempts to survey the pricing process from a managerial viewpoint.

It draws on the experience of firms in the 1960's. It also draws from those concepts from the past which have stood the test of recent markets. It views the pricing decision as one that must be based on a wide variety of information." Preface

516. PRINCIPLES OF ENGINEERING ECONOMY. E. L. Grant and W. G. Ireson. 4th ed rev Ronald Press 1964 574p refs (TA153/G761p)

"This is a book about a particular type of decision making. It explains the principles and techniques needed for making decisions about the acquisition and retirement of capital goods by industry and government... The book can be used in two ways. First, it can serve as a college textbook... Second, it can serve as a working manual for engineers, management personnel, government officials, and others whose duties require them to make decisions about investments in capital goods." Preface

517. PRINCIPLES OF FINANCIAL ACCOUNTING; A CONCEPTUAL APPROACH. H. A. Finney and H. E. Miller. Prentice 1968 449p (HF5635/F514)

No abstract.

518. PRINCIPLES OF LOGISTICS MANAGEMENT; A FUNCTIONAL ANALYSIS OF PHYSICAL DISTRIBUTION SYSTEMS. J. A. Constantin. Appleton 1966 623p refs (HD69.M35/C758)

"Like the subject it treats, this book is a synthesis of several areas of economics and business administration. The book, divided into four general parts, treats the concept of physical distribution, the economic bases of logistics analysis, the components of logistics, and the interrelationships of components. Selections from the literature have been introduced after certain chapters in order to extend to the discussion breadth, depth, and in some cases, applications of concepts discussed." Preface

519. PRINCIPLES OF MANAGEMENT. G. R. Terry. 5th ed Irwin 1968 791p refs (HD31/T329/1968)

"The major parts of this book are management orientation, planning, organizing, actuating, controlling, and the use of management as a process in key areas. Three new chapters are added including management decision making, schools of management thought, and organization perspective and concepts. In addition, nine chapters are completely rewritten, and the remaining chapters reworked and updated." Preface

520. PRINCIPLES OF MANAGEMENT: A MODERN APPROACH. H. H. Albers. 3d ed Wiley 1969 702p (HD31/A332/1969)

"This book presents a systematic body of knowledge related to the practice of management in formal organizations. Although particular attention is given to business organizations, the basic principles can be applied in political, military, educational, religious, and other kinds of organized endeavor." Author

521. PRINCIPLES OF MANAGEMENT: A PROGRAM FOR SELF-INSTRUCTION. L. J. Kazmier. McGraw 1964 256p refs (HD31/K23)

No abstract.

522. PRINCIPLES OF MANAGEMENT; AN ANALYSIS OF MANAGERIAL FUNCTIONS. H. Koontz and C. O'Donnell. 4th ed McGraw 1968 822p refs (HD31/K82a/1968)

"It is the purpose of this book to provide a conceptual framework for the orderly presentation of fundamental knowledge in management. The authors have attempted to do so in an operational way by relating this knowledge to the functions of planning, organizing, staffing, directing, and controlling, and by following in other ways concepts and approaches meaningful for perceptive management practice." Preface

523. PRINCIPLES OF MANAGEMENT AND ORGANIZATIONAL BEHAVIOR. J. G. Longenecker. 2d ed Merrill 1969 771p refs (HD31/L852)

"This book deals with the work of managers and the behavior of people in organizations. Although present knowledge in these areas is far from complete, the efforts of management researchers and organizational theorists continue to broaden our understanding. Principles of Management and Organizational Behavior, Second Edition blends recent developments in management thought with older concepts of classical theory to provide a strong conceptual foundation for successful managerial performance." Preface

524. PRINCIPLES OF PERSONNEL MANAGEMENT. E. B. Flippo. 2d ed McGraw 1966 562p refs (HF5549/F626)

"In the five years since the first edition of this book, there have been many

changes in the field of personnel management. Most are the of events begun years ago, and an attempt has been made in these trends. It has been found, however, that the fundame work on which this book is based has proved sufficiently via these changes. The division of personnel work into areas o ment, compensation, integration, and maintenance provides useful framework for continued study of the field." Preface

525. PRINCIPLES OF STATISTICS. M. G. Bulmer. 2d ed M.I.T. Press 1967 252p refs (HA29/B938)

"The aim of this book is to describe as simply as possible the fundamental principles and concepts of statistics." Preface to First Edition

526. PRIVATE KEEPERS OF THE PUBLIC INTEREST. P. T. Heyne. McGraw 1968 131p refs (HF5386/H619)

"This book is an economic, political, and ethical critique of current conceptions of the businessman's social responsibilities." Preface

527. PROBABILITY AND STATISTICS FOR BUSINESS DECISIONS; AN INTRODUCTION TO MANAGERIAL ECONOMICS UNDER UNCERTAINTY. R. Schlaifer. McGraw 1959 732p (HD38/S338p)

"This book is a nonmathematical introduction to the logical analysis of practical business problems in which a decision must be reached under uncertainty. The analysis which it recommends is based on the modern theory of utility and what has come to be known as the 'personal' definition of probability..." Preface

528. PROBABILITY FOR MANAGEMENT DECISIONS. W. R. King. Wiley 1968 372p refs (HD69.D4/K54)

"This book is an attempt to fulfill the need for the study of probability as something other than a branch of mathematics. The pure mathematician will not be happy with this treatment. However, engineers and scientists, particularly those who are concerned with the management of engineering and research activities, should find that the approach adopted here is to their liking." Preface

529. PROBABILITY THEORY WITH APPLICATIONS TO ECONOMETRICS AND DECISION-MAKING. S. H. Hymans. Prentice 1967 333p (QA273/H996)

"This book is intended primarily for the use of juniors, seniors, and first year graduate students in economics and business administration. Such students generally face the requirement of a semester course in basic quantitative methods, and it is that course to which this book is aimed." Preface

530. PROBLEM-SOLVING DISCUSSIONS AND CONFERENCES: LEADERSHIP METHODS AND SKILLS. N. R. F. Maier. McGraw 1963 261p refs (HM131/M217)

"The subject of methods and skills of conference and discussion leadership has been one of the author's central interests for a number of years. Much of his recent research deals with improving the effectiveness of a leader's performance in group problem solving and decision making. The present volume integrates these studies with his earlier researches on problem solving and frustration." Preface

531. PROBLEMS IN BUSINESS ADMINISTRATION; ANALYSIS BY THE CASE METHOD. T. C. Raymond. 2d ed McGraw 1964 331p (HF5351/R272)

"This is a book on problem solving and decision making. It presents textual material that describes an approach to problem analysis accompanied by pertinent situations derived from business and industry. The book was written to help its users develop skills in analyzing business situations and in making decisions highly relevant to these situations." Preface

532. PROCEEDINGS. Institute in Technical and Organizational Communication. Colorado State University 1968 1v refs (Ref P90/I59)

"Communication and change" is the theme of the eleventh annual Institute in Technical and Organizational Communication, sponsored jointly by Colorado State University and the National Center of Communication Arts and Sciences. This volume contains the papers presented at this meeting.

533. PROCEEDINGS. International Conference on Operational Research. 4th, Massachusetts Institute of Technology, 1966. Wiley 1966 1092p refs (Ref HD20.5/161)

This book presents the papers given at the fourth International Conference on Operational Research by the representatives of fourteen nations. Sessions were held on the theory of graphs, marketing, transportation, urban planning, investment-policy analysis, scheduling problems, simulation, natural resources, and distribution systems. The contributions are in English and French.

534. THE PROCESS OF WORK ESTABLISHMENT. M. Freedman. Columbia University Press 1969 135p refs (HD6273/F853)

"The present study is exploratory in that the investigator limited herself to studying five firms in a large metropolitan labor market -- two utilities, two department stores, and an auto assembly plant. One object of her explorations was to determine the usability of personnel records for research. While the records turned out to be deficient and defective in varying respects, Dr. Freedman found that they contained sufficient data for a first effort at delineating the process of how young men become established at work." Foreword

535. PRODUCT DESIGN AND DECISION THEORY. M. K. Starr. Prentice 1963 120p refs (TS149/S796)

"This book attempts to explain the nature of decision theory and how it can be utilized to improve product design decisions. Many different kinds of design situations are discussed, but the surface of possibilities has only been scratched. Creativity and inventiveness in using these methods is a requirement -- and a challenge." Preface

536. PRODUCTION AND PRODUCTIVITY IN THE SERVICE INDUSTRIES. Conference on Production and Productivity in the Service Industries, Ottawa, 1967. V. R. Fuchs, ed. National Bureau of Economic Research 1969 395p (HC106.3/C748)

The papers in this volume were presented at the Conference on Production and Productivity in the Service Industries held in Ottawa in 1967. Some of these are: "What is Output? Problems of Concept and Measurement"; "Alternative Measures of the Real Output and Productivity of Commercial Banks"; and "The Service Industries in the Nineteenth Century".

537. PRODUCTION MANAGEMENT. H. N. Broom. Rev ed Irwin 1967 814p (TS155/B873/1967)

"Production management constitutes one of the principal functions of every business executive, regardless of the type of business in which his firm is engaged; however, production management principles and practice are best and most easily exemplified for a manufacturing concern. Hence, in this book, the discussion revolves about management of the production function in such a firm." Preface

538. PRODUCTION MANAGEMENT. R. R. Mayer. 2d ed McGraw 1968 692p refs (HD31/M468)

"This book is intended to serve as an introduction to the subject of production management. It is designed primarily for use in the first course taken in this field by business and engineering students at either the undergraduate or graduate level." Preface

539. PRODUCTIVITY AND TECHNICAL CHANGE. W. E. G. Salter. 2d ed Cambridge University Press 1966 220p (HD57/S177/1966)

In this second edition, the original text has not been revised. An addendum has been included, in which the author's scheme of analysis has been applied to the statistics for the period 1954 to 1963.

540. PROFESSIONAL CREATIVITY. E. K. Von Fange. Prentice 1959 260p refs (BF408/V946)

"Designed to be equally valuable for those of all interests, this book shows distinctly what creativeness is and how to contribute creatively through the effective interplay of aptitudes, resources, and planning. It is written to be of benefit both to the casual reader seeking stimulation through example and technique as well as to those who wish to study in depth the path to creative accomplishment." Preface

541. PROFIT GOALS AND CAPITAL MANAGEMENT. J. F. Childs. Prentice 1968 203p (HD39/C537)

This book covers existing capital and new capital expenditures. Profit goals, profitability rate and profit performance standards are discussed in detail.

542. PROGRAM BUDGETING; PROGRAM ANALYSIS AND THE FEDERAL BUDGET. D. Novick, ed. 2nd ed Harvard University Press 1967 382p refs (HJ2052/N943/1967)

"This book concentrates on the program aspects of the budget. It purposefully avoids problems of fiscal policy, revenue, and related issues in order to explain in greater detail than would otherwise be possible the theory of program budgeting; and it presents a limited number of illustrative examples of how this concept, now applied in the Department of Defense, can be adapted to other areas of the federal government." Preface

543. PROGRESS IN OPERATIONS RESEARCH. Wiley 1961-64 2v refs (Q175/P964)

These volumes consolidate and review the operations research literature. Volume I is devoted to exposition of technique, methodology, and philosophy. Volume II covers specific areas of application.

544. THE PROGRESS OF MANAGEMENT; PROCESS, BEHAVIOR, AND OPERATIONS RESEARCH. H. Lazarus and E. K. Warren. Prentice 1968 330p refs (HD31/L431)

"In preparing this anthology the editors selected articles, empirical studies, and portions of books with which they believe students of management and practicing managers should be familiar. Materials were chosen for significance, clarity of style, timeliness, and conciseness." Introduction

545. PROJECT MANAGEMENT. R. L. Martino. Management Development Institute 1968 84p (HD69.P7/M386p)

The author describes the value of network analysis in project management. PERT/CPM and MAP are some of the techniques discussed.

546. PROPOSAL PREPARATION MANUAL. Procurement Associates, Inc. 1968 1v (Ref HD3858/P964p)

"This manual is devoted to a discussion of proposal preparation for Government prime contracts. The material is also applicable to the preparation of sub-contract proposals and much of it is applicable to the preparation of commercial proposals." Introduction



547. PSYCHOLOGY AND HUMAN PERFORMANCE; AN INTRODUCTION TO PSYCHOLOGY. R. M. Gagne and E. A. Fleishman. Holt 1959 493p refs (BF121/G135)

This psychology textbook contains chapters on jobs and personnel selection, training, and engineering psychology.

548. PSYCHOLOGY AND THE INDUSTRIAL WORKER. E. G. Chambers. Cambridge University Press 1951 190p refs (HF5548.8/C444)

"This book is intended primarily for students of Psychology and is an attempt to examine the principles underlying the work of the psychologist in the industrial field. Illustrations of the points discussed are provided from published records of research work in the laboratory and in the field, but no attempt is made at an exhaustive description of all the pieces of work classed as 'Industrial Psychology'. Wherever possible these illustrations are taken from British sources but the reader who wishes to examine any topic more fully than is possible in this book will find cited works containing lengthy lists of references." Preface

549. PSYCHOLOGY APPLIED TO INDUSTRY. M. D. Dunnette and W. K. Kirchner. Appleton 1965 262p refs (HF5548.8/D923p)

"This book might best be viewed as a collection of brief essays about the present accomplishments of psychologists in industry. As such, the book is short. It is simply an overview; some might even claim that it is not much more than an outline. If so, we hope, at least, that it is a good outline of what industrial psychologists are up to, for we have tried above all to capture and to describe the excitement and exhilaration provided by opportunities to study and to solve problems of human behavior in the real world of industry." Preface

550. PSYCHOLOGY IN BUSINESS. L. R. Beach and E. L. Clark. McGraw 1959 313p (HF5353/B365)

"Students preparing for careers in business will profit from a sound orientation in basic psychology and human relations, as these relate to personnel administration and to the building and maintaining of customer good will. This text... has been carefully designed and written to fulfill these needs." Preface

551. PSYCHOLOGY IN INDUSTRY. N. R. F. Maier. 3d ed Houghton 1965  
718p refs (HF5548.8/M217)

"Psychology in Industry is intended to serve as a textbook not only for students who plan to pursue industrial psychology, labor relations, and personnel administration, but also for those who plan to enter the business world and aspire to management positions. It can also be used as a sourcebook of principles and methods for trainers, personnel managers, employment directors, and persons occupying leadership positions in all types of organizations." Preface

552. PSYCHOLOGY IN MANAGEMENT. M. Haire. 2d ed McGraw 1964  
238p (HF5548.8/H153)

"The aim of this book is to give an overview of psychological problems in management... The main objective is to give a pattern and coherence to the psychological underpinnings of managerial practice in dealing with behavior. It is not a 'how to do it' book; there are few specific solutions to specific problems in the field or in the book. Rather it is a 'how to think about it' book -- one designed to stimulate new insights and new perspectives." Preface

553. THE PSYCHOLOGY OF HUMAN COMMUNICATION. J. B. Parry. American Elsevier 1968 248p refs (BF637/P264)

"The present study sets out first to see how far lines of thought derived from communication theory are likely to take us in the field of human communication, and secondly to outline the problems that may be expected to remain and the sort of attack most likely to further their solution." Preface

554. PSYCHOLOGY OF INDUSTRIAL BEHAVIOR. H. C. Smith. 2d ed McGraw 1964 418p refs (HF5548.8/S649)

"This revision, like the first edition, is designed as a text for courses in business psychology, personnel psychology, and industrial psychology." Preface

555. PSYCHOLOGY OF PERSONNEL IN BUSINESS AND INDUSTRY. R. M. Bellows. 3d ed Prentice 1961 474p refs (HF5549/B448)

This new edition attempts to emphasize human problems in organization and management. It is more concerned with the applications of psychology to these human problems than previous editions were.

556. PUBLIC CONTRACTS AND PRIVATE WAGES; EXPERIENCE UNDER THE WALSH-HEALEY ACT. H. C. Morton. Brookings Institution 1965 140p refs (HD3858/M889)

"This monograph, dealing with the Walsh-Healey Public Contracts Act, investigates experience under a program launched during the 1930's to combat wage-cutting, child labor, and many other undesirable practices by firms supplying goods under government contracts. It also illustrates the broader need for continuing evaluations of government programs in a rapidly changing social and economic environment." Foreword

557. PUBLIC RELATIONS AND THE LINE MANAGER. T. Wright and H. S. Evans. American Management Association 1964 240p (HM263/W953)

This book "is intended as a tool for management, to guide it in the selection of public relations assistance and in the control and measurement of public relations activities." Introduction

558. PUBLIC RELATIONS; PRINCIPLES, CASES, AND PROBLEMS. B. R. Canfield. 5th ed Irwin 1968 627p refs (HM263/C222)

"One purpose of this book is to familiarize the general management of corporations, nonprofit organizations, and unions with the functions and areas of public relations so that they may better understand the role which public relations should play in improving the public image of their organizations. An equally important purpose of this work is to inform undergraduate and graduate students of journalism and business administration of the increasingly important role played by public relations in the management of business and nonprofit organizations today." Preface

559. PUBLIC REPORTING BY CONGLOMERATES; THE ISSUES, THE PROBLEMS, AND SOME POSSIBLE SOLUTIONS. A. Rappaport, P. A. Firmin and S. A. Zell. Prentice 1968 154p refs (HD20/R221).

This volume contains the proceedings of a symposium on conglomerate reporting held at Tulane University in 1967.

560. PURCHASING AND MATERIALS MANAGEMENT: TEXT AND CASES. L. Lee, Jr. and D. W. Dobler. McGraw 1965 716p refs (HD52.5/L478)

"This book deals with the management of materials and the control of material costs in a business enterprise. It emphasizes purchasing as the primary materials activity. However, it also explicitly integrates the purchasing activity with all other materials activities. Further, the book views the purchasing and materials function in the context of a total business operation; it consistently relates this function to relevant activities in the engineering, production, marketing, and finance functions." Preface

561. PURCHASING MANAGEMENT; MATERIALS IN MOTION. J. H. Westing, I. V. Fine, and G. J. Zenz. 3d ed Wiley 1969 538p refs (HD52.5/W529p)

"We think that the new title, Purchasing Management, best reflects the role of purchasing in corporate operation and organization... Purchasing is still a clearly identifiable function in most business organizations, and this book deals with it as such. The term 'management' suggests that purchasing decisions involve the weighing of alternative possibilities, and many of these alternatives involve the influence of other functions on the purchasing decision." Preface

562. PURCHASING RESEARCH IN AMERICAN INDUSTRY. H. E. Fearon and J. H. Hoagland. American Management Association 1963 80p (HD21/F288)

"This report presents the experiences of almost 100 companies which have established purchasing research staffs. Other companies which already have a purchasing research staff and those contemplating establishing one can learn much from the experiences of these companies. Even companies too small to establish a full-time staff will benefit from learning about the methods and projects these staffs have profitably pursued." Authors

563. PUTTING MANAGEMENT THEORIES TO WORK. M. S. Kellogg. Gulf 1968 276p refs (HF5549/K29)

"This book is written for managers who desire to improve their skills. Its purpose is to show how to manage complex work performed by individuals whose personal knowledge and talents may individually surpass those of the man to whom they report." Preface

564. QUANTITATIVE DECISION PROCEDURES IN MANAGEMENT AND ECONOMICS; DETERMINISTIC THEORY AND APPLICATIONS. C. R. Carr and C. W. Howe. McGraw 1964 383p refs (HD38/C311)

"The objective of this volume is to introduce the reader, in a systematic manner, to a set of mathematical techniques and applications which are, or promise to be, of great value in problem solving in the general areas of management and economics." Preface

565. QUANTITATIVE METHODS FOR MANAGERS. P. G. Carlson. Harper 1967 181p refs (HD69.D4/C284)

"The objective here is to consider a number of business decision problems, based upon frequently occurring operating situations, and find how a best alternative action can be pinpointed by a suitable quantitative analysis. The approach and the terminology used are those of the businessman. The analysis of each problem is numerical and applies directly to the situation at hand. Extensions of and generalizations of solutions are pointed out where pertinent." Preface

566. READINGS IN BUSINESS LOGISTICS. D. H. McConaughy, ed. Irwin 1969 174p refs (HF5761/M129)

"These readings...provide a single source of recent AMA-sponsored contributions to the field of business logistics. The resulting volume is an anthology of material in logistics that could be used as a convenient supplementary readings book for introductory courses in marketing, marketing management, and channels of distribution; or as a bookshelf type of reference." Preface

567. READINGS IN ECONOMICS. P. A. Samuelson, ed. 5th ed McGraw 1967 446p (HB34/S193)

"This Fifth Edition of the Readings in Economics is a thorough-going revision of the previous edition. Because the times change so quickly and because there are currently available so many exciting items to choose from we have replaced more than half of the old readings with brand new ones." Preface

568. READINGS IN GROUP DEVELOPMENT FOR MANAGERS AND TRAINERS. H. Baumgartel, W. G. Bennis, and N. R. De, eds. Asia Publishing House 1967 595p refs (HF5548.8/B348)

This book of readings attempts to come "to grips with the actual difficulties real people face in trying to work through problems with each other across the conference table..." Preface

569. READINGS IN INDUSTRIAL AND BUSINESS PSYCHOLOGY. H. W. Karn and B. V. H. Gilmer, eds. 2d ed McGraw 1962 515p (T58/K18)

"Like the first edition, the revision includes readings in the classical topic areas and, in addition, new coverage in engineering psychology, criterion problems, and organizational behavior. Besides the broadened scope, the present collection is more heavily weighted than its predecessors with articles of an experimental and theoretical nature. This reflects an increase in the number of studies of a more penetrating and scientific character than were heretofore available in the literature." Preface

570. READINGS IN MANAGEMENT. M. D. Richards and W. A. Nielander. 3d ed South-western 1969 972p refs (HD30/R517/1969)

"The new articles in this book have been selected from the thousands that have appeared since the conception of the second edition. These new selections, together with those retained from the previous editions, provide an explanation of the managerial processes in breadth and in some depth as they are viewed by management practitioners and scholars." Preface

571. READINGS IN MICROECONOMICS. S. M. Blumner, ed. International Textbook 1969 383p (HB171/B658)

"This book is designed to act as a companion to microeconomic textbooks and/or as a companion to a lecturer's notes. The topics covered in this collection are:

1. Demand
2. Cost and Production
3. Market Structures
4. Distribution
5. Social Costs and Welfare."

Preface

572. READINGS IN MICROECONOMICS. W. Breit and H. M. Hochman, eds. Holt 1968 497p refs (HB171/B835)

"The papers reprinted in this volume focus on the topic, methodology, and applications of microeconomics. In most cases, we have selected articles that emphasize conceptual rather than empirical material. Likewise, to the extent feasible, we have included articles that can be readily understood without significant formal training in mathematics (other than geometry)." Preface

573. READINGS IN ORGANIZATION THEORY; A BEHAVIORAL APPROACH. W. A. Hill and D. M. Egan. Allyn 1967 746p refs (HD31/H648)

"...this book aspires to perform the following two functions: (1) To provide the reader with a frame of reference which not only imparts a logical flow to apparently diverse materials but also establishes a necessary base for critical analysis of the administrative process, and (2) to provide a set of readings, drawn from the behavioral sciences, which are both relevant to the study of administration and indicative of the direction of current interdisciplinary efforts." Preface

574. RECENT DEVELOPMENTS IN INFORMATION AND DECISION PROCESSES. Symposium on Information and Decision Processes, Purdue University. 3d, 1961. R. E. Machol and P. Gray, eds. Macmillan 1962 197p refs (Q350/S989)

The proceedings of the 1961 Symposium on Information and Decision Processes are included in this volume. Dynamic programming, Bayesian decision theory, and the ergodic theorem of information theory are some of the subjects covered.

575. RECRUITMENT ADVERTISING. F. Coss. American Management Association 1968 206p refs (HF5549/C839)

"This book offers a long-needed, complete guide to recruitment advertising. Its use will enable the executive to understand where he may have gone wrong in the past and will help him to avoid future pitfalls." Foreword

576. REGIONAL ECONOMICS; A STUDY IN THE ECONOMIC STRUCTURE, STABILITY, AND GROWTH OF REGIONS. H. O. Nourse. McGraw 1968 247p refs (HT391/N933)

This book is intended to be an introduction to location theory, regional economic development and economic analysis. Chapter IV is devoted to industrial location patterns.

577. REPORTING FINANCIAL DATA TO MANAGEMENT. W. D. Falcon, ed. American Management Association 1965 159p (HF5550/F181)

"Recognizing that no single reporting system is applicable across the board, this book contains case-study oriented chapters on what some companies are doing in some areas of financial reporting." Foreword

578. REPORTS, TECHNICAL WRITING, AND SPECIFICATIONS. H. K. Glidden. McGraw 1964 312p (T10.5/G559)

"This text brings together in one book the basic principles of technical communications in the belief that a writer who understands these principles can apply them in any communication situation. Reporting techniques are emphasized because reports must furnish the basis for manuals and specifications... A chapter on oral reporting is included because of the frequent use of oral presentations in school and industry." Preface

579. RESOURCES MANAGEMENT. R. L. Martino. Management Development Institute 1968 147p (HD69/M386)

"This book was written to present, in a unified fashion, an approach to the projected use, the committed use, and the actual use, of resources. As such, the presentation of the material is concerned with all aspects of the management of resources. This book pre-supposes some knowledge of project planning." Preface

580. RESULTS MANAGEMENT IN ACTION. B. K. Scanlan. Management Center of Cambridge 1967 132p (HD31/S283)

No abstract.



581. RISK AND DECISION ANALYSIS. R. L. Martino & Company. Management Development Institute 1967 1v (HD69.D4/M386r)

This training publication contains the materials used in a seminar on risk and decision analysis conducted by the Management Development Institute. PERT/CPM and information systems for management are some of the subjects included.

582. RISK AND UNCERTAINTY; PROCEEDINGS OF A CONFERENCE HELD BY THE INTERNATIONAL ECONOMIC ASSOCIATION. Conference on Risk and Uncertainty, Smolenice, Czechoslovak Republic, 1966. K. Borch and J. Mossin, eds. St. Martin 1968 455p refs (HD69.D4/C748)

The papers in this volume were presented at the Conference on Risk and Uncertainty held in 1966. They are divided into five main areas: economic decisions under uncertainty, general decision theory, group decisions and market mechanisms, uncertainty and national planning, and sequential decision problems.

583. ROLE DEVELOPMENT AND INTERPERSONAL COMPETENCE; AN EXPERIMENTAL STUDY OF ROLE PERFORMANCES IN PROBLEM-SOLVING GROUPS. D. Moment and A. Zaleznik. Graduate School of Business Administration, Harvard University 1963 346p refs (HF5500/M732)

"Role Development and Interpersonal Competence presents the results of a series of experimental studies of the performances of individuals in problem-solving groups and the relationship between performance and individual motivation and development. This study attempts to trace through the development issues involved in the variety of work styles individuals establish in their interactions with other persons." Foreword

584. ROLEPLAYING IN BUSINESS AND INDUSTRY. R. J. Corsini, M. E. Shaw and R. R. Blake. Free Press 1961 (BF56/C826)

"This book is intended to serve as an introduction and manual to roleplaying. It is directed to line and staff people in business and industry concerned with the development of personnel in human relations areas: selling, interviewing, handling grievances and disputes, co-ordinating work, supervising, etc. While much of this material is useful for those who may use roleplaying in other connections: in education, counseling, community affairs, etc., our emphasis is on commercial enterprises, where roleplaying has already been used with good results." Introduction

585. SAFETY MANAGEMENT; ACCIDENT COST AND CONTROL. R. H. Simonds and J. V. Grimaldi. Rev ed Irwin 1963 597p refs (HD7262/S597)

The authors hope that this revised edition will continue to serve two major purposes: a comprehensive textbook for college level courses in accident prevention and safety administration, and an authoritative reference for the practicing safety specialist in industry. They believe that the book will be of value to executives because the implementation of safety is a management function.

586. SCHEDULE, COST, AND PROFIT CONTROL WITH PERT; A COMPREHENSIVE GUIDE FOR PROGRAM MANAGEMENT. R. W. Miller. McGraw 1963 227p refs (HD69.P7/M649)

"In this book we are explicitly concerned with the planning and control problems associated with special - purpose or 'one-time-through' programs, as opposed to continuous production operations. In addition, we are concerned with the application of PERT techniques to areas of time, cost, and product performance, representing an integrated management approach to all three of these factors in modern programs." Preface

587. THE SECRETS OF GETTING RESULTS THROUGH PEOPLE. A. G. Bradt. Parker 1967 208p (HF5549/B812)

"One of the book's most practical values is that it enables the managers who can see that people have immense, unused productive capacity to tap this potential to its greatest depth... This book gives you techniques which hold the secret of getting results through people." Author

588. SELECTED ECONOMIC MODELS AND THEIR ANALYSIS. A. R. Bergstrom. American Elsevier 1967 131p refs (HB74.M3/B499)

"During the last thirty years there has been great progress in the formulation and analysis of more precise models which are suitable for statistical fitting and can be used as a basis for the prediction and regulation of the behaviour of actual economies. Associated with this development there has been a greater emphasis on the rigorous deduction of the implications of economic models. And, during the same period, there have been important advances in the statistical methods of econometrics. The purpose of this book is to give a brief exposition and synthesis of these developments." Preface

589. SELECTION OF MANAGEMENT PERSONNEL. M. J. Doohar, ed. American Management Association 1957 2v (HF5500/D691)

These two volumes consist of readings on various aspects of the selection of managers and specific company practices in management selection.

590. THE SELECTION PROCESS: CHOOSING THE RIGHT MAN FOR THE JOB. M. M. Mandell. American Management Association 1964 512p refs (HF5549/M271)

"This book is addressed to the personnel director and his staff members who want a comprehensive discussion of selection methods; to the executive and the supervisor who want to improve their effectiveness in recruiting, interviewing, and reference checking and who would like to learn about the esoteric field of testing; to the psychologist who wants to learn about industrial practices; and to graduate and undergraduate students in business and public administration, personnel management, and industrial psychology." Preface

591. SIMULATION IN BUSINESS AND ECONOMICS. R. C. Meier, W. T. Newell and H. L. Pazer. Prentice 1969 369p refs (HD20.7/M511)

"This book is an introduction to simulation techniques as they apply to business and economics. It presents the basic concepts involved in simulation, describes applications of simulation to business and economic analysis, and discusses technical problems associated with the use of simulation." Preface

592. SIMULATION OF INFORMATION AND DECISION SYSTEMS IN THE FIRM. C. P. Bonini. Prentice 1963 160p refs (HD20/B715)

"This report describes a simulation model of a hypothetical business firm. The model is a synthesis of some of the relevant theory from the several disciplines of economics, accounting, organization theory, and behavioral science -- all within a setting of traditional concepts of business practice. The purpose of the model is to study the effects of certain informational, organizational, and environmental factors upon the decisions of a business firm." Preface

593. SIMULATION OF THE FIRM THROUGH A BUDGET COMPUTER PROGRAM. R. Mattessich, et al. Irwin 1964 194p refs (HF5548.2/M435)

"Originally, this book was envisaged as a companion volume dependent on the author's Accounting and Analytical Methods (Homewood: Irwin, 1964), and providing the computer program for the budget model contained in Chapter 9 of the above stated book. Meanwhile, several aspects of periodic budgeting and budget simulation have been considered which could not be included in the main work but which are presented in the present volume." Preface

594. SOCIAL PSYCHOLOGY OF THE WORK ORGANIZATION. A. S. Tannenbaum. Wadsworth 1966 136p refs (HF5548.8/T166)

"This book is intended as an introduction to the social psychology of work organizations -- organizations like automobile companies, textile factories, steel mills, electric power plants, and armies. Our topic of interest is the relationship of man to the organization in which he works; his sense of satisfaction, involvement, feelings of identification or loyalty, conflicts, and tensions -- as well as his effort in support of, or in opposition to, the formally defined goals of the organization." Preface

595. THE SOCIAL SCIENCE OF ORGANIZATION; FOUR PERSPECTIVES. H. J. Leavitt, ed. Prentice 1963 182p refs (HD38/L439)

This book consists of four papers on organizational behavior prepared by the authors, following the Seminar on the Social Science of Organization, held at the University of Pittsburgh in 1962.

596. SOME QUESTIONNAIRE MEASURES OF EMPLOYEE MOTIVATION AND MORALE; A REPORT ON THEIR RELIABILITY AND VALIDITY. M. Patchen. Institute for Social Research, University of Michigan 1965 82p refs (HF5548.8/P294)

This monograph is a report of the methods used and the results obtained by the author in developing measures of employee motivation and morale and in evaluating their reliability and validity. The study was conducted in five separate units of the Tennessee Valley Authority and in a private electronics company. Supplementary data on the measure of job motivation only were obtained from an appliance company.

597. SPACE AGE MANAGEMENT; THE LARGE-SCALE APPROACH. J. E. Webb. McGraw 1969 173p refs (HD31/W366)

The 1968 Columbia-McKinsey lectures, delivered by James E. Webb, former Administrator of the National Aeronautics and Space Administration, are presented in this volume. In these lectures, he describes the complexity of the space program and the tremendously successful results achieved in managing this program.

598. SPEAK YOUR WAY TO SUCCESS; A GUIDE TO EFFECTIVE SPEAKING IN BUSINESS AND THE PROFESSIONS. A. W. Sager. McGraw 1968 230p refs (PN4121/S129)

"This book on effective speaking for executives is designed specifically for leaders in industry and the professions. It may, however, be of even greater value to men who aspire to leadership." Preface

599. SPEECH BEHAVIOR AND HUMAN INTERACTION. G. A. Borden, R. B. Gregg, and T. G. Grove. Prentice 1969 (HM258/B728)

"The material in this book divides into three major parts... In the first part we look at a person in isolation and try to establish the process of communication as it occurs within him. With some understanding of what is going on inside one's self, one may understand why certain things happen as they do when two or more individuals come together to communicate for a specific purpose. We consider interpersonal communication in the second part. The third part expands the communication process to the most general level by presenting some of the theories about what has traditionally been called public communication." Preface

600. SPEECH COMMUNICATION; FUNDAMENTALS AND PRACTICE. R. S. Ross. Prentice 1965 245p refs (PN4121/R825)

"This is primarily a public speaking book containing the best of the old emphasis on skills of language, thought, voice, action, and rhetoric. But it also updates and modifies the old with the best of the new theory and research." Preface

601. THE SPEECH WRITING GUIDE; PROFESSIONAL TECHNIQUES FOR REGULAR AND OCCASIONAL SPEAKERS. J. J. Welsh. Wiley 1968 127p (PN4121/W462)

"I have written this book as a guide for the professional men of business, science, and engineering who are regular speakers and for those who are required to make only an occasional speech. Essentially, it is intended as a practical reference tool for writing a worthwhile speech -- a speech noted for clarity, unity, and economy and one that has something to say to an audience. Guides for speech delivery are also included." Preface

602. STATE AND LOCAL TAXATION. K. E. Wolf. George Washington University 1962 54p refs (HD3858/G349s)

"Any increase in rate and scope of sales and property taxes generally increases a government contractor's costs. Accordingly, the subject of state and local property taxes is becoming extremely important to the contractor competing for government contracts. Without an adequate understanding and appreciation of the subject of state and local taxes a government contractor may find himself paying taxes from which he may be exempt. This monograph is designed to provide a contractor with the information and knowledge which is required to take necessary action in state and local tax matters." Foreword

603. STATISTICAL ANALYSIS. S. B. Richmond. 2d ed Ronald 1964 633p (HA29/R533)

"This book is an introductory text designed primarily for students of business and economics... The purpose of statistics and statistical analyses in business and economics has traditionally been to provide the information on which to base decisions. In recent years, its role has been expanded to encompass even more of the managerial process. This book attempts to reflect this trend." Preface

604. STATISTICAL ANALYSIS FOR BUSINESS DECISIONS. W. S. Peters and G. W. Summers. Prentice 1968 540p refs (HA29/P483)

"This text is designed to meet the need of upper division undergraduate and graduate students whose previous background in formal mathematics or statistics is fairly limited... The unifying theme of this book is the role of statistical evidence in the formation of inferences and in the selection of strategies in matters affecting business operations." Preface

605. STATISTICAL TECHNIQUES IN BUSINESS AND ECONOMICS. R. D. Mason. Irwin 1967 520p refs (HA29/M411)

"This book is designed primarily for an introductory course in business and economic statistics. It can also be used by persons employed in the field of marketing, management, economics, accounting, and related areas who desire a knowledge of the basic statistical methods used in decision making." Preface

606. STATISTICS FOR ECONOMICS. W. Sadowski. Pergamon 1967 323p refs (HB74.M3/S126)

"This book is an elementary exposition of mathematical statistics. It is based on my lectures at the Central School of Planning and Statistics in Warsaw... I addressed this book primarily to economists... Of course, this book will be useful mainly for those economists who are interested in econometrics, which consists in studying economic phenomena by the methods of mathematical statistics. However this book should not be regarded, by any means, as a textbook on econometrics." Foreword

607. STRATEGY AND STRUCTURE; CHAPTERS IN HISTORY OF THE INDUSTRIAL ENTERPRISE. A. D. Chandler. M.I.T. Press 1962 463p refs (HD70.U5/C455)

This book is a historical investigation into the changing strategy and structure of the large industrial enterprise in the United States. Detailed analyses of organizational innovation at du Pont, General Motors, Standard Oil (New Jersey), and Sears, Roebuck are presented.

608. STUDIES IN ORGANIZATIONAL BEHAVIOR AND MANAGEMENT. D. E. Porter and P. B. Applewhite. International Textbook 1964 741p refs (HD31/P844)

No abstract.

609. STUDIES IN PERSONNEL AND INDUSTRIAL PSYCHOLOGY. E. A. Fleishman, ed. Rev ed Dorsey 1967 821p refs (HF5549/F596)

"This book is designed for use as either a basic or supplementary text in

personnel and industrial psychology courses. Since the first edition appeared there have been important new developments in industrial psychology. This revised edition is an attempt to reflect these developments and to enlarge the coverage of the field." Preface

610. SUCCESSFUL COMMUNICATION IN SCIENCE AND INDUSTRY; WRITING, READING, AND SPEAKING. R. L. Zetler and W. G. Crouch. McGraw 1961 290p (PE1475/Z61)

"The basic idea underlying this text is that it is essential for everyone to know how to transmit his ideas to his fellows. He must also know how to learn from others. It follows, then, that he needs to know how to speak and write effectively, to read efficiently, and to listen with care." Preface

611. SUCCESSFUL MANAGERIAL CONTROL BY RATIO-ANALYSIS. S. A. Tucker. McGraw 1961 434p (HD45/T894)

"The purpose of the book is to introduce and acquaint the reader with the 'MC' concept and to show him how to use this technique in his own situations. This book is intended for managers at any echelon in the manufacturing organization... MC is a concept and technique for managerial control of a business which reduces company data to significant ratios and interrelates their movements." Preface

612. THE SUCCESSFUL MANAGER'S GUIDE. W. Wachs. Parker 1967 231p (HD31/W114)

Among the many things "this book will do for you" are: "It will show you how to be a more successful manager"; "How to get continuing maximum/optimum profitability out of your subordinates"; "How to get along with your supervisors while doing for them exactly what they want from you"; and "How to communicate more effectively with your subordinates, your colleagues and your superiors."

613. SUPERVISORS IN ACTION; DEVELOPING YOUR SKILLS IN MANAGING PEOPLE. J. J. Famularo. McGraw 1961 238p (HF5549/F198)

The purpose of this book is to take a look at the job of planning, organizing, and controlling human resources and to help develop skills in managing these.



614. SURVIVAL IN THE EXECUTIVE JUNGLE. C. Burger. Collier 1964 254p (HF5500/B954)

For almost a century, the author has had the opportunity to observe and participate in corporate life at the executive level. All the situations depicted in his book derive from personal experiences. By these, he attempts to show how to succeed and survive in today's "executive jungle."

615. SYSTEMS ANALYSIS; A COMPUTER APPROACH TO DECISION MODELS. C. McMillan and R. F. Gonzalez. Rev ed Irwin 1968 520p refs (HD38/M167)

"This text introduces the student to the methodology of systems analysis via computer simulation. Uncertainty as well as complexity characterize the subsystems of the firm, and only by making use of the computer can we economically process realistic models of the systems." Preface

616. SYSTEMS ANALYSIS FOR BUSINESS MANAGEMENT. S. L. Optner. 2d ed Prentice 1968 277p refs (HD38/062/1968)

This is an introductory text on systems analysis which covers the range of pertinent data processing and management science topics.

617. TECHNICAL MANUAL WRITING AND ADMINISTRATION. T. F. Walton. McGraw 1968 383p refs (T11/W241)

No abstract.

618. TECHNICALLY SPEAKING: ORAL COMMUNICATION FOR ENGINEERS, SCIENTISTS, AND TECHNICAL PERSONNEL. H. Weiss and J. B. McGrath, Jr. McGraw 1963 254p refs (PN4121/W429)

"This book is designed (1) for use in schools and colleges where scientists, engineers, or other technical personnel are educated; (2) for industrial-training groups; and (3) for individuals who wish to improve their skills in oral communication." Preface

619. THE TECHNIQUE OF HANDLING PEOPLE; ELEVEN HELPS FOR YOUR HUMAN RELATIONS. D. A. Laird and E. C. Laird. Rev ed McGraw 1954 189p (HF5386/L188)

"Human Relations has made big strides as a science. But the average man or woman has not made equal gains in personal human relations... This little book aims to help this average person to better relationships with others."  
Preface

620. TECHNOLOGICAL FORECASTING FOR INDUSTRY AND GOVERNMENT; METHODS AND APPLICATIONS. J. E. Bright, ed. Prentice 1968 484p refs (T174/B855).

No abstract.

621. TEN-YEAR INDEX OF AMA PUBLICATIONS, 1957-1966 AND 1967 SUPPLEMENT. J. A. Sperling, comp. American Management Association 1967 2v (Ref HD38.Z1/A512)

This index of American Management Association publications covers books, reports, and articles issued from 1957 through 1967.

622. THEORETICAL ANALYSIS OF INFORMATION SYSTEMS. B. Langefors. 2d ed Studentlitteratur 1968 2v refs (T58.6/L274)

No abstract.

623. THE THEORY OF PRICE. G. J. Stigler. 3d ed Macmillan 1966 355p refs (HB221/S855)

This book concentrates on the theory of value. The present edition has been rewritten almost completely.

624. THE THEORY OF PRICE UNCERTAINTY, PRODUCTION, AND PROFIT. C. A. Tisdell. Princeton University Press 1968 197p refs (HD69.D4/T613)

"The main aim of the book is to outline some of the regular effects which price

uncertainty has upon production and profit and, in so doing, to indicate the benefits which flow from relating economic theories, especially theories of economic behavior, to more general and abstract theories." Introduction

625. TIME AND MOTION STUDY; AND FORMULAS FOR WAGE INCENTIVES. S. M. Lowry, H. B. Maynard, and G. J. Stegemerten. 3d ed McGraw 1940 432p (T60.T5/L921)

In this third edition, the authors have greatly expanded the material relating to the methods-study technique. The time-study procedures have been revised to increase their accuracy and understandableness.

626. TOP MANAGEMENT; A RESEARCH STUDY OF THE MANAGEMENT POLICIES AND PRACTICES OF FIFTEEN LEADING INDUSTRIAL CORPORATIONS. P. E. Holden, C. A. Pederson, and G. E. Germane. McGraw 1968 263p (HD31/H726)

"Top-level managers, not only in business but also in other organizations, will find this book useful and helpful. What is 'best practice' for one company may not be as successful or effective in another, but this book enables the reader to compare his own technique, methodology, and philosophy with those of fifteen successful and well-managed business organizations throughout the country, and this in itself will make an important contribution to the effectiveness of management." Foreword

627. THEORY OF VALUATION. C. L. Hubbard and C. A. Hawkins. International Textbook 1969 249p (HG4028/H875)

"The theory of financial valuation has developed to the level where it is feasible to provide a consistent structure for the foundations of financial problem-solving. This book stresses the relation between value analysis and decision theory in terms of quantitative optimization of financial strategies." Preface

628. TOP MANAGEMENT DEVELOPMENT AND SUCCESSION; AN EXPLORATORY STUDY. A. S. Glickman, et al. Macmillan 1968 92p (HF5500.2/A512)

This study, sponsored by the Committee for Economic Development, is "a careful and realistic description of how people do get selected for top management, based on the practice of thirteen large corporations that have been relatively successful in management development." Foreword

629. TOP MANAGEMENT PLANNING. G. A. Steiner. Macmillan 1969 795p  
refs (HD31/S822)

"In this book I wish to record my view of the importance of effective and efficient comprehensive corporate planning to business success. Indeed, I feel that the major requisites to successful management are a first-rate planning system, charisma, and a sense of competitive urgency. This is specially true for top management. This book deals principally with the first of these requirements, although it touches on the others and therefore examines a major element in the success of every enterprise." Preface

630. A TOTAL SYSTEMS APPROACH TO MANAGEMENT CONTROL. P. M. Stokes. American Management Association 1968 160p (HD31/S874)

"This book is devoted to helping the business manager devise a control system that will be uniquely fitted to his own enterprise and to its continued success." Preface

631. TRAINING WITHIN THE ORGANIZATION; A STUDY OF COMPANY POLICY AND PROCEDURES FOR THE SYSTEMATIC TRAINING OF OPERATORS AND SUPERVISORS. S. D. M. King. Tavistock 1968 274p refs (HF5549.5.T7/K52)

"This book, as its title implies, is about company training. It is therefore concerned not only with instructional techniques, but with the process by which a person adapts to his role in a company organization." Introduction

632. THE TRUTH ABOUT BULWARISM; TRYING TO DO RIGHT VOLUNTARILY. L. R. Boulware. Bureau of National Affairs 1969 180p (HD9695/B764)

"What is offered in the ensuing pages is intended solely as a report of what I was trying to do to help General Electric both deserve and achieve the cooperation of its employees and neighbors in their own interests as well as in the equitable interests of the others involved. It makes no pretense at being an adequately organized or professionally written book in the usual sense, but is simply a narrative with some illustrations of the text and drawings used in the program." Foreword

633. THE TRUTH IN NEGOTIATIONS ACT. Machinery and Allied Products Institute. 1969 289p (HD3858/M149)

This volume contains the proceedings of the Conference on the Truth in Negotiations Act held in January 1968.

634. U. S. ORGANIZATION CHART SERVICE. 1968 1v (Ref HA41/U58)

"U. S. Organization Chart Service is a unique, up-dated dictionary of vital information on key organizations in the government...the military...the aerospace industry." Introduction

635. THE UNCOMMON MAN; THE INDIVIDUAL IN THE ORGANIZATION. C. H. Greenewalt. McGraw 1959 142p (HF5500/G812)

This book is based on the 1958 McKinsey Foundation lecture series delivered at Columbia University by C. H. Greenewalt. It is his thesis "that all organizations, nations, societies, and civilizations will prosper and advance only to the extent that they can encourage common men to perform uncommon deeds."

636. USE AND ABUSE OF STATISTICS. W. J. Reichmann. Oxford University Press 1962 336p (HA29/R352)

"This book is designed both for the general reader and for the student -- as an introduction for the former and as supporting reading for the latter. Its object is not merely to describe how to calculate certain statistics but also to discuss how and in what circumstances they may be used and how they should not be used. Not less important is the emphasis laid throughout upon the dangers of misinterpretation and the difficulties which often beset the statistician's path of investigation." Preface

637. THE USES OF PERSONNEL RESEARCH. W. C. Byham. American Management Association 1968 112p refs (HD21/B996)

"This report has been written to provide companies with assistance, guidance, and insight about personnel research, especially that which involves the behavioral sciences." J. W. Enell

638. USING INFORMATION TO MANAGE. A. B. Toan, Jr. Ronald Press 1968  
155p (HD31/T627)

"This is a book about information and its role in the management process -- its strengths, its limitations, and the legitimate expectations an executive can have as to the support that information can provide." Preface

639. THE VALUE ISSUE OF BUSINESS. A. O. Elbing, Jr. and C. J. Elbing.  
McGraw 1967 256p refs (HD59/E37)

"It is the thesis of this book that the traditional framework for formulating business value problems is inadequate and that a new theoretical framework is necessary. Section One is a critique of the traditional framework which today structures the business value issue. Section Two offers a reformulation of the issue based on a social framework in the light of business as a social system. Section Three is an analysis of the widespread assumption that method is inappropriate in the value area; it explores the possibilities of using critical methods for the objective study of business value problems."  
Authors

640. VALUES IN MANAGEMENT. L. A. Appley. American Management  
Association 1969 269p (HD31/A652)

In this book, Mr. Appley writes about a number of management subjects, among these: the changing world of business, ethics, leadership, and communications.

641. WAGES AND SALARIES: A HANDBOOK FOR LINE MANAGERS. R. E.  
Sibson. Rev ed American Management Association 1967 256p  
(HD4909/S564)

"The author's purpose in the following pages is to concentrate on the information in the wage and salary field which the line manager needs to know in order to meet his responsibilities under the pay program." Introduction

642. WHAT EVERY SUPERVISOR SHOULD KNOW. L. R. Bittel. 2d ed  
McGraw 1968 536p refs (HF5549/B624)

"Problems of supervision constantly change. They demand new techniques and new tools to achieve management goals. The industrial organization in which the foreman works, the management methods and procedures at his disposal, the employees he supervises differ markedly from decade to decade... Toward the integration of these changing variables for the supervisor's guidance is this book devoted." Preface

643. WHAT TO DO ABOUT PERFORMANCE APPRAISAL. M. S. Kellogg. American Management Association 1965 223p (HF5549.5.P35/K29)

"This book is intended as a day-to-day practical guide for the operating manager. It should help perform his appraisal function with intelligence and common sense and see it in its proper light -- that of serving as a springboard for dynamic, innovative, well-planned managerial actions." Preface

644. WORK ACTIVITIES AND ATTITUDES OF SCIENTISTS AND RESEARCH MANAGERS: DATA FROM A NATIONAL SURVEY. H. M. Vollmer. Stanford Research Institute 1965 218p (Q147/V924)

"This report presents basic data compiled from a national survey of scientists and research managers in four disciplines -- biology, chemistry, mathematics, and physics... The report is designed to provide a basic source of information on the organizational relations, activities, and attitudes of scientists and research managers in a variety of contexts throughout the United States." Preface

645. WORK AND HUMAN BEHAVIOR. W. S. Neff. Atherton 1968 280p refs (BF481/N383)

"This book contends that the ability to work is one of the more or less autonomous areas of the personality, which must be understood in terms of its own conditions of development and operation, and that these conditions cannot simply be derived from those which regulate other areas of functioning." Introduction

646. WORK AND MOTIVATION. V. H. Vroom. Wiley 1964 331p refs (HF5548.8/V984)

The subject of this book is the interrelationship of work and motivation. The author examines both the effects of motivational variables on persons' behavior in work roles and the effects of work roles on motivational variables.

647. WORK AND THE NATURE OF MAN. F. Herzberg. World 1966 203p refs (HF5549.5.J63/H582)

"Work and The Nature of Man is the third book of a trilogy concerning job attitudes... This third study is a specific product of more than four years of participation in a multitude of management programs all over the nation and in many parts of Europe." Preface

648. WORK-FACTOR TIME STANDARDS; MEASUREMENT OF MANUAL AND MENTAL WORK. J. H. Quick, J. H. Duncan, and J. A. Malcolm, Jr. McGraw 1962 458p (T60.W6/Q6)

"The Work-Factor System supplies values for measuring the time required to perform the various movements and mental processes used by people in the performance of work. The tables in this book are designed for use with rules and procedures for their application... The following pages provide insight into the essentials of the Work-Factor System. It is believed that study of this presentation will enable the analyst to understand the principles of any predetermined elemental time system and the Work-Factor System in particular." Preface

649. WORK MEASUREMENT. V. H. Rotroff. Reinhold 1959 203p (T60.W6/R849)

"The purpose of this book is to present the fundamental principles and techniques of work measurement and their practical application to industrial problems of today." Preface

650. WORK MEASUREMENT AND PRODUCTION CONTROL WITH THE F-A-S-T SYSTEM. W. J. Fuhro. Prentice 1963 (T56/F959)

"Work Measurement and Production Control with the F-A-S-T System gives you an understandable, efficient, and complete system for improving operations through measurement and control. The system applies to either large or small companies, and will work regardless of their particular lines of endeavor. It can be used to advantage by business executives and managers, industrial and management engineers, systems analysts, or any who wish to have a modern method of increasing operating effectiveness, particularly in the 'impossible to measure' areas." Author

651. WORK MEASUREMENT IN THE OFFICE; A GUIDE TO OFFICE COST CONTROL. E. V. Grillo and C. J. Berg. McGraw 1959 186p refs (HF5547/G859w)

"The aim of this book is to acquaint business executives, systems and procedures analysts, and students of business administration with a fundamental knowledge of how to measure and set standards for office work... This is the first book to offer a comprehensive approach to the measurement of salaried office operations. The treatment is simple and practical. The reader will obtain a good perspective on how to go about reducing office costs." Preface



652. WORK SIMPLIFICATION; CREATIVE THINKING ABOUT WORK PROBLEMS. R. N. Lehrer. Prentice 1957 394p (T56/L524)

"This book has been written for you -- the man-on-the-job, the supervisor, the student, the manager, the businessman, the accountant, the engineer, to help you solve your work problems successfully. Throughout the book, we shall stress the creative use of human abilities for the utmost benefit to mankind. We shall also stress the use of a logical, systematic, and creative approach to your problems." Author

653. WORK STUDY; A PRACTICAL PRIMER. A. Rae. Odhams Books 1964 127p (T60.W6/R134)

"The International Publishing Corporation, in organizing courses in Work Study for its various management levels, found it desirable to produce this specially written hand-book... It is suitable for all levels of management and trade union officials who wish to understand thoroughly the implications and possibilities, for all types of industry, of this important subject." Foreword

654. THE WORKER AND QUALITY CONTROL. T. L. Stok. Graduate School of Business Administration, University of Michigan 1965 207p refs (TS156.Q3/S874)

This book deals with human relations problems in quality control. The author believes that by making the quality of the product entirely visible to the worker it will be conducive to better workmanship and an increase in job satisfaction.

655. WORKER SATISFACTION AND DEVELOPMENT; A CASE STUDY OF WORK AND SOCIAL BEHAVIOR IN A FACTORY GROUP. A. Zaleznik. Graduate School of Business Administration, Harvard University 1956 148p (HD6974/Z22)

"This report is a study of behavior in an industrial work group. The group, consisting of fourteen workers and their foreman, formed one department of a small instrument manufacturing company. It was referred to as 'the machine shop'." Introduction

656. WRITING REPORTS FOR MANAGEMENT DECISIONS. D. M. Robinson.  
Merrill 1969 407p (HD69.R4/R659)

"This book is a message to both students and practitioners of the art of report writing. The book is a 'message' in the sense that, while it deals primarily with the principles and techniques of report preparation it also attempts to keep sharp focus on the idea that it is people who write reports, and not abstract, unseen forces behind the organizational scene. Accordingly, portions of this text attempt to inspire these people and help them deal with the very human problems with which they are confronted in gathering information and securing acceptance of their work." Preface

## APPENDIX A LIST OF PERIODICALS AND NEWSPAPERS

The following periodicals and newspapers available in the KSC Library are devoted to management methods, techniques, and procedures or contain articles which are otherwise related to management.

AACE BULLETIN (American Association of Cost Engineers)

AMS PROFESSIONAL MANAGEMENT BULLETIN

ACADEMY OF MANAGEMENT JOURNAL

ACCOUNTING REVIEW

ADMINISTRATIVE MANAGEMENT

ADMINISTRATIVE SCIENCE QUARTERLY

AIRLINE MANAGEMENT AND MARKETING

AMERICAN BEHAVIORAL SCIENTIST

AMERICAN ECONOMIC REVIEW

AMERICAN SOCIETY FOR QUALITY CONTROL, JOURNAL OF QUALITY TECHNOLOGY

AREA TRENDS IN EMPLOYMENT & UNEMPLOYMENT

ARMED FORCES MANAGEMENT

ASSOCIATION FOR COMPUTING MACHINERY - JOURNAL

AUTOMATION

B.I.M.A. (Business & Industry Information Abstracts)

BARRON'S NATIONAL BUSINESS & FINANCIAL WEEKLY

BUILDING MAINTENANCE & MODERNIZATION

BUSINESS & ECONOMIC DIMENSIONS

## BUSINESS & TECHNOLOGY SOURCES

BUSINESS AUTOMATION

BUSINESS CONDITIONS DIGEST

BUSINESS HORIZONS

BUSINESS MANAGEMENT

BUSINESS PERIODICALS INDEX

BUSINESS WEEK

CANADIAN OPERATIONAL RESEARCH SOCIETY JOURNAL

CHEMICAL WEEK

COMMERCE BUSINESS DAILY

COMPUTER DIGEST

COMPUTER JOURNAL

COMPUTER WEEKLY

COMPUTERWORLD

COMPUTERS & AUTOMATION

COMPUTING REVIEWS (Association for Computing Machinery)

CONGRESSIONAL INDEX

CONGRESSIONAL QUARTERLY WEEKLY (CQ)

CONGRESSIONAL RECORD (U.S. Congress)

CONSULTING ENGINEER

CURRENT CONTENTS: BEHAVIORAL, SOCIAL AND MANAGEMENT SCIENCES

DATA: ON DEFENSE & CIVIL SYSTEMS

DATA MANAGEMENT

DATA PROCESSING

DATA PROCESSING DIGEST

DATA PROCESSING MAGAZINE

DATA SYSTEMS

DATA SYSTEMS NEWS

DATAMATION

DEFENSE INDUSTRY BULLETIN

DEFENSE MANAGEMENT JOURNAL

DUN'S REVIEW

DYNAMIC SUPERVISION

EDP WEEKLY (Electronic Data Processing)

THE ECONOMIC AND BUSINESS BULLETIN

ECONOMIST

EMPLOYMENT & EARNINGS & MONTHLY REPORT ON THE LABOR FORCE  
(Dept. of Labor)

ENGINEERING CYBERNETICS

ENGINEERING NEWS-RECORD

ENVIRONMENTAL CONTROL AND SAFETY MANAGEMENT

ENVIRONMENTAL SCIENCE & TECHNOLOGY

FEDERAL ACCOUNTANT

FEDERAL REGISTER

FEDERAL RESERVE BULLETIN

FINANCIAL EXECUTIVE

FINANCIAL WORLD

FLORIDA TREND

FORBES

FORTUNE

FUTURES; THE JOURNAL OF FORECASTING AND PLANNING

GOVERNMENT CONTRACTS REPORTER

HARVARD BUSINESS REVIEW

HUMAN FACTORS

IEEE TRANSACTIONS ON ENGINEERING MANAGEMENT

IEEE TRANSACTIONS ON ENGINEERING WRITING & SPEECH

IEEE TRANSACTIONS ON MAN-MACHINE SYSTEMS

IEEE TRANSACTIONS ON SYSTEMS SCIENCE & CYBERNETICS

INDUSTRIAL & LABOR RELATIONS REVIEW

INDUSTRIAL ENGINEERING

INDUSTRIAL MAINTENANCE & PLANT OPERATION

INDUSTRIAL MANAGEMENT

INDUSTRIAL MANAGEMENT REVIEW

INDUSTRIAL RESEARCH

INDUSTRY WEEK (Formerly Steel)

INNOVATION

INSTRUMENTATION TECHNOLOGY

INSTRUMENTS & CONTROL SYSTEMS

INTERNATIONAL ABSTRACTS IN OPERATIONS RESEARCH

INTERNATIONAL JOURNAL OF MAN-MACHINE STUDIES

INTERNATIONAL MANAGEMENT

IRON AGE  
JOURNAL OF ACCOUNTANCY  
JOURNAL OF SYSTEMS MANAGEMENT  
LABOR LAW JOURNAL  
LONG RANGE PLANNING  
MAINTENANCE ENGINEERING  
MANAGEMENT DECISION  
MANAGEMENT NEWS  
MANAGEMENT OF PERSONNEL QUARTERLY  
MANAGEMENT REVIEW  
MANAGEMENT SCIENCE  
MANAGEMENT SERVICES  
MARKETING/COMMUNICATIONS  
MODERN OFFICE PROCEDURES  
MOODY'S INDUSTRIALS  
NATION'S BUSINESS  
NAVY MANAGEMENT REVIEW  
NEWS FRONT  
NEWSWEEK  
O.R. - OPERATIONAL RESEARCH QUARTERLY (Operational Research Society-London)  
OFFICE  
OFFICE ADMINISTRATION SERVICE  
OPERATIONS RESEARCH (Operations Research Society of America)  
ORGANIZATIONAL BEHAVIOR AND HUMAN PERFORMANCE

PERSONNEL

PERSONNEL ADMINISTRATION

PERSONNEL JOURNAL

PLANT ENGINEERING

PLANT OPERATING MANAGEMENT

PRODUCTION & INVENTORY MANAGEMENT

PUBLIC ADMINISTRATION REVIEW

PUBLIC RELATIONS JOURNAL

PURCHASING MAGAZINE

QUARTERLY REVIEW OF ECONOMICS & BUSINESS

RESEARCH/DEVELOPMENT

RESEARCH MANAGEMENT

REVIEW OF ECONOMICS & STATISTICS

REVIEWS OF DATA ON SCIENCE RESOURCES

S.A.M. ADVANCED MANAGEMENT JOURNAL

SIMULATION

SOFTWARE AGE

SPACE/AERONAUTICS

SPACE BUSINESS DAILY

SPACE LETTER

STATISTICAL REPORTER (U.S. Bureau of the Budget)

SUPERVISION

SUPERVISORY MANAGEMENT



SURVEY OF CURRENT BUSINESS  
TAXES - THE TAX MAGAZINE  
TECHNOMETRICS  
TELEPHONE ENGINEER & MANAGEMENT  
TIME  
TRANSPORTATION & DISTRIBUTION MANAGEMENT  
U.S. CODE CONGRESSIONAL & ADMINISTRATIVE NEWS  
U.S. NEWS & WORLD REPORT  
VALUE ENGINEERING  
WALL STREET JOURNAL  
WEEKLY COMPILATION OF PRESIDENTIAL DOCUMENTS

## APPENDIX B

Papers submitted to the School of Business of the Florida State University in partial fulfillment for the degree of Master of Science in Management on file in the KSC Library.

AN ANALYSIS OF A RESEARCH SURVEY ON THE REAL ESTATE NEEDS OF MIDDLE INCOME CLASS RESIDENTS IN CENTRAL BREVARD, FLORIDA. R. B. Battin. School of Business, Florida State University 1967 65p refs (Ref LB2369/B336)

AN ANALYSIS OF THE CONCEPT AND MANAGEMENT OF ELECTRICAL INTERCENTER INTERFACE CONTROL DOCUMENTS (ICD) AT THE JOHN F. KENNEDY SPACE CENTER (KSC). H. D. Brewster. School of Business, Florida State University 1969 69p refs (Ref LB2369/B848)

AN ANALYSIS OF THE FUNCTION OF SPACECRAFT COORDINATION FOR UNMANNED SPACECRAFT. J. W. Johnson. School of Business, Florida State University 1965 86p refs (Ref LB2369/J67)

AN ANALYSIS OF THE GRADUATE STUDIES PROGRAM FOR MASTER OF SCIENCE IN MANAGEMENT CONDUCTED BY FLORIDA STATE UNIVERSITY. H. J. De La Rosa. School of Business, Florida State University 1969 65p refs (Ref LB2369/D339)

AN ANALYSIS OF THE NASA CONTRACT CLASS IN RESEARCH AND DEVELOPMENT MANAGEMENT CONDUCTED BY THE FLORIDA STATE UNIVERSITY. W. C. Brown. School of Business, Florida State University 1966 85p refs (Ref LB2369/B881)

AWARD FEE CRITERIA FOR NASA CPAF CONTRACTS AT THE KENNEDY SPACE CENTER, FLORIDA. A. M. Koller, Jr. School of Business, Florida State University 1967 265p refs (Ref LB2369/K81)

CONTRACT MANAGEMENT FOR MINOR MODIFICATIONS TO LAUNCH COMPLEXES. J. E. Battles. School of Business, Florida State University 1965 101p refs (Ref LB2369/B336c)

CORPORATE MERGERS AND ACQUISITIONS. F. R. Searle. School of Business, Florida State University 1968 70p refs (Ref LB2369/S439)

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